



The Harry and Jeanette Weinberg Campus
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FOR IMMEDIATE RELEASE

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DATE: May 24, 2010

United Hebrew of New Rochelle Names Vice
President of Marketing
Jean Dunphy Promoted to Lead Marketing of Presidential
Club Suite in nursing home pavilion

New Rochelle, NY – May 24, 2010 – United Hebrew, a campus of senior residences and services in New Rochelle, NY, has named Jean Dunphy as vice president of marketing. Dunphy will also continue her current position as Executive Director of Willow Towers Assisted Living, in New Rochelle which is a part of the United Hebrew family of services. She was formerly Director of Marketing and Sales for Willow Towers. Dunphy also currently serves as Chairperson for the Central Westchester Geriatric Committee and is a member of the Westchester County Department of Senior Programs & Services, Caregivers Coalition.

Ms. Dunphy, who has been with Willow Towers since May 2006, will oversee all aspects of the marketing efforts for the new Presidential Club Suite in the Skalet Pavilion of the Nursing Home and Rehabilitation Center which opened in 2009. The Presidential Club Suite is a customized long term care option which includes an array of special amenities. In addition to the multi-disciplinary team of health care professionals, The Presidential Club Suite offers all private rooms with baths, stunning views of Long Island Sound, and a personal concierge service.

“Jean has demonstrated exceptional leadership skills and a great passion for her work. I am confident that she will lead us in succeeding with our goals,” said Rita Mabli, President and CEO of United Hebrew.

About United Hebrew

The Harry and Jeanette Weinberg Campus

United Hebrew is a vibrant not-for-profit, non-sectarian, multi-service senior living campus serving the Westchester metropolitan area since 1919. United Hebrew offers a rich array of skilled and community-based programs and services that encourages and supports a life of dignity and spirituality and promotes the highest possible quality of life. United Hebrew serves over 600 clients daily in its Harry and Jeanette Weinberg campus facilities -- Willow Towers, a 126-unit assisted living residence; a 296-bed nursing and rehabilitation center staffed with Burke Rehabilitation professionals; the 135-unit Soundview Apartments for seniors; a Long Term Home Health Care Program; and the AZOR Home Health Agency. United Hebrew recently opened its new home, which combines world class care with state-of-the-art features.

For More Information on United Hebrew contact:

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END



United Hebrew of New Rochelle has named Jean Dunphy as vice president of marketing for the Presidential Club Suite in the United Hebrew nursing home pavilion, in addition to her responsibilities as Executive Director of Willow Towers Assisted Living.