



United Hebrew Geriatric Center Hires Director of Development
Ferri to lead charge of fundraising efforts

New Rochelle, NY - (December 1, 2007) -- The United Hebrew Geriatric Center (UHGC), a senior living campus in New Rochelle, NY, has hired New Rochelle resident Grace Ferri as Director of Development.

Ferri's primary responsibility as Director of Development is to oversee the capital campaign, *Campaign for the 21st Century*, part of the \$56 million project to build UHGC's Lucile and Joseph Skalet Pavilion and upgrade its Lola and Saul Kramer Pavilion. Her other responsibilities include organizing and implementing the development plan; overseeing the annual campaign; and securing major gifts from individuals and foundations. She will also plan several special events, including the annual awards gala and golf outing.

Prior to joining UHGC, Grace was Director of Annual Giving and Special Events at Calvary Hospital in the Bronx, where she was instrumental in their success of surpassing a \$7 million fundraising goal.

"Grace's track record of fundraising and special events planning is critical to the success of UHGC's Campaign for the 21st Century. I am looking forward to her fresh outlook on our fundraising efforts," said Rita Mabli, UHGC president and CEO.

"UHGC has a rich history and is deeply dedicated to improving its residents' quality of life. I look forward to communicating our mission and helping to raise funds needed to sustain our innovative programs and services," Ferri said.

United Hebrew Geriatric Center is located at 391 Pelham Road, New Rochelle. For further information, call 914.632.2804 or visit www.uhgc.org/.

About United Hebrew Geriatric Center : United Hebrew Geriatric Center (UHGC) is a vibrant not-for-profit, non-sectarian, multi-service senior living campus serving the Westchester metropolitan area since 1919. UHGC 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. UHGC serves over 600 clients daily in its campus facilities -- Willow Towers, a 126 unit assisted living residence; a 270 bed Nursing Home; the 135 unit Low-Savin Apartments for seniors; a Long Term Home Health Care Program; and the Azor Home Health Agency. Its newest project, the renovation and expansion of its nursing home facility, combines world-class care with state-of-the-art features.

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Below: Grace Ferri

