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FOR IMMEDIATE RELEASE

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**United Hebrew of New Rochelle Will Hosts
91st Annual Gala**
Special Guest Speaker Regis Philbin
Proceeds for Nursing Home and Rehabilitation Center

New Rochelle, NY – (September 20, 2010) – United Hebrew (UH) of New Rochelle will hold its 91st Annual Gala dinner dance celebration at the Ritz Carlton-Westchester in White Plains on Thursday, October 14th. Mt. Vernon resident, David A. Alpert, member of United Hebrew's board of directors and senior vice president of Riverside Memorial Chapel, will receive the humanitarian award. Scarsdale resident, Leonard Tanzer, president of Patient Care Associates, Inc. will receive the Corporate Medal of Honor. Entertainer, Regis Philbin, will speak as a special guest at the dinner.

"We are honoring two well deserved individuals who have devoted so much of their time and support to helping those that are less fortunate in the community," said Michael Rozen, Chair of the United Hebrew Board of Directors. "We look forward to a wonderful event that will help raise funds critically needed to continue our mission of caring for frail and chronically ill older adults."

Funds from the event will assist in enabling UH to establish a variety of therapeutic programs in the new nursing home, including music therapy, wellness programs and beautification projects.

United Hebrew opened a new pavilion in June, and has 176-private rooms and a dedicated 44-bed short-term rehabilitation suite staffed by nationally-renowned Burke Rehabilitation professionals. Many of the rooms have views of the Long Island Sound. The home mimics individual neighborhoods, creating a strong sense of community. Amenities include wireless internet access in each room; a resident activity center fully equipped with a library, arts & crafts room; a 2,300-square-foot multi-purpose room and a café and a beautifully-landscaped courtyard.

United Hebrew is located at 391 Pelham Road, New Rochelle, New York 10805. For further information or to purchase tickets, please contact Linda Forman at 914.632.2804 x1224, e-mail lforman@uhgc.org, or visit www.uhgc.org.



Entertainer, Regis Philbin (L), with his Uncle William Cuttle, a resident of United Hebrew of New Rochelle, who will both attend United Hebrew's 91st Annual Gala on October 14th.



Caption 1: Mt. Vernon resident, David A. Alpert, Humanitarian Award honoree, at United Hebrew of New Rochelle's 91st annual gala to be held on Thursday, October 14 at the Ritz Carlton in White Plains, NY.



Caption 2: Scarsdale resident, Leonard Tanzer, Corporate Medal of Honor honoree, at United Hebrew of New Rochelle's 91st annual gala to be held on Thursday, October 14 at the Ritz Carlton in White Plains, NY.

About United Hebrew of New Rochelle: 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.