



391 Pelham Road
New Rochelle, NY 10805
(914) 632-2804
www.uhgc.org

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Contact: Linda Forman
Phone: (914) 632-2804 x1224
lforman@uhgc.org

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United Hebrew Celebrates 90th Anniversary Year

Established in 1919 in New Rochelle for housing older adults, United Hebrew marks a milestone in a history of service, caring and community.

New Rochelle, NY -- October 19, 2009 -- United Hebrew (formerly known as United Hebrew Geriatric Center) is celebrating its 90th anniversary year in 2009, having evolved from a modest home for elderly men in New Rochelle in 1919, to a leading comprehensive care community serving more than 600 older adults daily.

"For 90 years we have been a model for meaningful and purposeful aging," said Michael Rozen, Chair of the United Hebrew Board of Directors. "This celebratory year is an opportunity to honor our legacy of caring for our community and to plan for new initiatives in the future." Milestones marking the anniversary year include: the opening of a new state-of-the-art nursing and rehabilitation center overlooking Long Island Sound, a new logo and branding, and renaming its campus: **The Harry and Jeanette Weinberg Campus**, after a generous donation by the prestigious, nationally renowned Weinberg foundation.

In addition, United Hebrew recently hosted more than 200 people -- Board members, staff, dignitaries, residents and their families -- for a special anniversary program. At that event, Rita Mabli, President/CEO of United Hebrew, commented: "Our excellence in caregiving is an art we have refined over the course of generations -- one which we look forward to continuing for generations to come." The day featured a processional of the New Rochelle Emerald Pipers with the center's 90-plus-year-old residents, a chance to toss pennies into a wishing well, the creation of a time capsule, as well as appearances and speeches by community leaders, including State Assemblyman George Latimer and New Rochelle Councilman Albert Tarantino. **Special birthday recognition went to resident Jennie Biondi, who turned 101 on that day.**

"Each of us individually and all of us together have made the seeds planted 90 years ago flourish into what we have today," observed Joann Dewe-Mathews, vice president of regulatory affairs, who has worked 37 years with the center. She added that she has seen the organization grow in size yet never outgrow its mission to provide special

attention for each resident and employee.

October Gala Dinner Dance

The anniversary celebration continued this month at United Hebrew's 90th Annual Gala Dinner Dance on Thursday, October 22, at the Ritz Carlton in White Plains, NY. The **Green, Kramer, and Duberstein Families** have been recognized for their commitment in providing generations of inspiration, leadership and support to United Hebrew. In addition, United Hebrew awarded the **Corporate Medal of Honor to Visiting Nurse Services of New York**, represented by **Anderson Torres**, Account Director of the Physician Relations Program.

Historic Overview

Established in 1919, United Hebrew initially housed nine residents, sponsored by the Krakauer Charity and Aid Society, a group of charitable Austrian Jews with a pioneering vision to provide a retirement home for needy Jewish individuals. Within a decade, 51 "homeless, penniless, childless" elderly men and women had found a home in the original wood-frame house on Pelham Road.

During the 1940s and '50s, life expectancy created new challenges for accommodating a growing population in need of retirement living options, and so, in 1957, **The Saul and Ada Gutner Pavilion**, a new 102-bed facility was added as "an entirely new concept in living for the elderly in need and the first major departure from the institutional atmosphere of the traditional old age home."

As the older population continued to expand, United Hebrew doubled its capacity in the 1960s, while continuing to provide innovative services for elder care. **In 1976, The Lola and Saul Kramer Pavilion** opened, bringing the center to a 270-bed capacity, featuring a salon, gift shop, tea room, medical suite and more.

In 1980, United Hebrew opened **The Low-Savin Residence**, a 9-story apartment building for seniors able to live independently. Since then, UH has continued to expand its offerings in the community, adding a long-term home health program and AZOR Home Health Care services.

United Hebrew further expanded in 2003 with the opening of **Willows Towers Assisted Living – The Beverly and Alfred J. Green Pavilion**, providing a supportive residence offering enhanced services and amenities. Willow Towers has the highest form of licensure by New York State Department of Health.

In June 2009, United Hebrew opened the **Lucile and Joseph Skalet Pavilion**, a new state-of-the-art nursing and rehabilitation center with private rooms in a more resident-centered environment. The 5-story building has clusters of rooms called neighborhoods, smaller dining and living rooms, large windows overlooking a courtyard garden and entertainment centers. There is also a short term rehabilitation suite staffed with Burke Rehabilitation professionals.

United Hebrew is located at 391 Pelham Road, New Rochelle, New York 10801. For further information, please contact Linda Forman at 914.632.2804 x1224, e-mail lforman@uhgc.org, or visit www.uhgc.org.

About United Hebrew: 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 campus residences -- 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 Independent Living; 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.



(L to R) Assemblyman George Latimer, White Plains resident Maureen Bioni, daughter-in-law of Jennie Biondi, Harlene Mehr of Bronxville; New Rochelle Councilman Albert Tarantino; seated: United Hebrew resident, Jennie Biondi, who turned 101 at United Hebrew's recent 90th anniversary celebration.



(L to R) Isaac Cohen, United Hebrew COO; United Hebrew Board Members, David Lacher of New Rochelle; Pearl Quarles of New Rochelle; Rita Mabli, President/CEO of United Hebrew; Scarsdale residents Michael Rozen, Chair of United Hebrew Board and Malcolm Lazarus, Senior Chair of United Hebrew Board; Lewis Knopf of East Rockaway, NY; Glenn Aber of

Purchase; New Rochelle resident Albert Lefkowitz at United Hebrew's 90th Anniversary Celebration.