



The Harry and Jeanette Weinberg Campus
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FOR IMMEDIATE RELEASE

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**United Hebrew of New Rochelle Partners with
Beth-El Synagogue Center of New Rochelle - North
End Seniors Program**

United Hebrew of New Rochelle, a leading provider of senior residences and services, has become a sponsor and partner of The Beth El Synagogue's North End Senior Program. United Hebrew will collaborate with the Beth-El's Seniors Group Leader, Cheryl Millman.

United Hebrew has been enriching the lives of seniors on its campus on Pelham road since 1919 with a continuum of care including independent senior housing, Willow Towers Assisted Living - *The Beverly and Alfred J. Green Pavilion*, Home Health Care, Skilled Nursing Care and Burke Rehabilitation at United Hebrew. They will utilize their many resources to enhance the North End Seniors Program including expertise in wellness, healthy exercise and diet, rehabilitation, recreational activities, social work and marketing. Linda Forman, Vice President of Community Relations; Jean Dunphy, Executive Director of Willow Towers Assisted Living and Dr. Nora O'Brien,

Director of Burke Rehabilitation at United Hebrew recently made a presentation to the Beth-El Board of Directors.



L to R - Linda Forman, Vice President of Community Relations, United Hebrew of New Rochelle; Rabbi Melvin Sirner of Beth-El Synagogue; Dr. Nora O'Brien, Director of Burke Rehabilitation at United Hebrew; Erica Leventhal, Executive Director, Beth-El Synagogue; Jean Dunphy, Executive Director, Willow Towers Assisted Living; President Marc Klee, Beth-El Synagogue.

About United Hebrew of New Rochelle
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, *The Beverly and Alfred J. Green Pavilion*, a 126-unit licensed assisted living residence which has the SNALR Phoenix unit as one of the first in the county to receive the certification from New York State Dept of Health to cater to residents with Alzheimer's & related disorders in a special needs 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.