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## **FOR IMMEDIATE RELEASE**

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## **Willow Towers Assisted Living Names Director of Phoenix Memory Program**

**New Rochelle, NY – (March 1, 2011)** – Willow Towers Assisted Living, part of the United Hebrew of New Rochelle eldercare organization, has named Alice Feintuch as director of the Phoenix Memory Program. The Phoenix Neighborhood, within Willow Towers, is a floor dedicated for those with Alzheimer's and memory impairment. Ms. Feintuch was formerly a care consultant with the Alzheimer's Association. The announcement was made by Jean Dunphy, Executive Director of [Willow Towers](#).

Ms. Feintuch will oversee the [Phoenix Memory Program](#) including supervision of the care managers. She will also manage recreational activities and programs, the residents' general well being and family support programs.

"We are committed to providing exceptional care and service in The Phoenix Neighborhood at Willow Towers," said Jean Dunphy, Executive Director of Willow Towers [Assisted Living](#), "With Alice Feintuch's years of experience in the field, I am confident she will be a terrific addition to our team"

Ms. Feintuch has a long history of working with older adults. Prior to the Alzheimer's Association, she was a geriatric social worker for the Town of Eastchester Senior Programs and Services. While at the Alzheimer's Association she created the Neu Experiences in Art Program at the Neuberger Museum which gives guided tours of the museum for those with memory impairment.

Ms. Feintuch graduated with a Masters in social work from Columbia University. She holds an undergraduate degree in art therapy from the State University of New York at Buffalo. She lives in Chappaqua with her husband, Henry, and has two sons, Josh and Alex.

The Phoenix Memory Neighborhood is a caring, warm environment for those with [Alzheimer's](#) or memory impairment in a home-like, secure neighborhood within Willow Towers Assisted Living. The program provides high quality care coupled with an array of special services and amenities. Willow Towers has the highest level of licensure by the New York State Department of Health: Assisted Living Residence (ALR), with dual certification for enhanced Assisted Living Residence (EALR) and special Needs Assisted Living Residence

(SNALR) which covers the Phoenix Memory Program. The new accreditations were developed to strengthen the standards of caring for older adults in a senior residence.

Amenities include daily assistance with all personal care needs, case management, a full time experienced registered nurse on-site, three meals served daily, housekeeping and linen service. Activities are designed for cognitive and social stimulation. A family caregiver support group meets once a month on Thursday.

Willow Towers is located at 355 Pelham Road, New Rochelle, New York 10801. For further information, please contact Jean Dunphy at 914.636.6565, e-mail [jdunphy@willowtowers.com](mailto:jdunphy@willowtowers.com) or visit [www.willowtowers.com](http://www.willowtowers.com).

**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 campus facilities -- Willow Towers, a 126-unit [assisted living residence](#); a 296-bed [nursing home](#) 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.

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Alice Feintuch, new director of the Phoenix Memory Program at Willow Towers Assisted Living in New Rochelle, NY.