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**FOR IMMEDIATE RELEASE**

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## **United Hebrew of New Rochelle's Senior Community and Local Supermarket Team Up To Help Seniors Get Around Town**

United Hebrew of New Rochelle's Low-Savin Residence/  
Soundview Apartments for seniors and Stop and Shop  
Supermarkets provide weekly shopping Transportation

New Rochelle, NY (June 6, 2011) - When the A & P Supermarket  
closed on Pelham Road the tenants at Soundview Apartments, a  
senior residence and part of the United Hebrew of New Rochelle  
campus of services, were very discouraged. They had always  
relied on having a supermarket across the street as so many do  
not have cars or cannot drive anymore.

In stepped Rita Mabli, President/CEO of United Hebrew with the  
help of Councilman Albert Tarantino. They realized that shopping  
was a vital part of keeping older adults independent and able to  
stay in their own apartments.

"We have a van to transport our tenants. All we needed was a driver." said Ms. Mabli, "On Councilman Tarantino's advise, we approached one of our shopping neighbors, Stop and Shop, who agreed to partner with us and solve the problem. This is a win-win for both of us. Our tenants have a ride and the supermarket has more customers. We couldn't be more pleased with the partnership."

The tenants took their first trip recently and were met at the door by Bob Silver, the Store Manager. He introduced them to the staff and gave out samples of food.

"We are very honored that United Hebrew of New Rochelle's Soundview Apartments chose to partner with us." said Bob Silver, store manager at Stop and Shop Supermarkets, "We look forward to giving the tenants a great shopping experience."

United Hebrew of New Rochelle 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 700 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.

For more information about United Hebrew of New Rochelle contact Linda Forman, Vice President, Community Relations, 914.632.2804 x1224, [www.uhgc.org](http://www.uhgc.org).



Ribbon Cutting for the first trip to Stop and Shop Supermarkets for United Hebrew of New Rochelle's Low-Savin Residence/Soundview Apartment tenants. L to R - Rosemarie Cocuzzo; Iva Berg; Rose Giannetto; Carolina Finchilescu; Paula Engeldrum; Joanne Russo-Lanza, Manager of Low-Savin Residence/Soundview Apartments; Marge Ryan; Anne Sankey; Bob

Silver, Stop and Shop Supermarket store manager. On steps tenant, Maureen Lundahl, United Hebrew staff, Carlos Perez. United Hebrew of New Rochelle, a campus of senior residences and services, partnered with Stop and Shop Supermarket to provide weekly shopping trips for the tenants of Low-Savin Residence/Soundview Apartments.