



**United Hebrew Geriatric Center Rebrands in Commemoration of 90<sup>th</sup> Year**  
*New name and logo unveiled*

**New Rochelle, NY – (May XX, 2009)** – United Hebrew Geriatric Center (UHGC) has unveiled its new name, logo and tagline, marking a significant milestone in the organization’s history and supporting its mission of caring for the area’s senior population.

“In commemoration of our 90<sup>th</sup> anniversary this year, we have renamed United Hebrew Geriatric Center and will now be known as United Hebrew,” said Michael Rozen, chair of the United Hebrew Board of Directors.

“As our residences and services have modernized, our name became antiquated. We are proud that our new name and logo reflect the very essence of who we are: *united* and *connected* in our focus on caring for our residents and clients while honoring our founders,” Rozen added.

Ninety years ago, The United Home for Aged Hebrews was founded in New Rochelle by the Krakauer Charity and Aid Society to serve the needs of indigent, Jewish elderly in the community. As the years progressed, the organization expanded and became known as United Hebrew Geriatric Center. Throughout its history, UHGC continued to meet the changing needs of the area’s aging population.

The small frame house, which marked the original home, was first expanded with the construction of the Saul and Ada Gutner Pavilion. UHGC was then enlarged when the Lola and Saul Kramer Pavilion was built. The Low-Savin Residence/Soundview Apartments for Independent Living were subsequently established, followed by the establishment of a licensed home care agency and long-term home health program. Willow Towers Assisted Living – The Beverly and Alfred J. Green Pavilion was built in 2003. A new nursing and rehabilitation center, The Lucile and Joseph Skalet Pavilion, is scheduled to open this spring.

Today, all residences and services are housed on United Hebrew’s Harry and Jeanette Weinberg Campus, named for the Weinberg Foundation, which endowed UHGC with a very generous gift.

“The logo graphic is a rich, warm red that demonstrates United Hebrew’s strength. The circle, comprised of two “U”-shaped letters, emphasizes its unity with its staff, community and the families it serves. The two “U”-shaped letters form an “H” in a typeface reminiscent of the organization’s legacy in the Hebraic culture,” said Malcolm Lazarus, senior chairman of United Hebrew Board of Directors.

“Our new tagline, ‘The art of caring for generations,’ is a testament to our remarkable ability to create a loving and nurturing community both on our campus and outside of our campus walls. 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,” said Rita Mabli, president/CEO of United Hebrew.

United Hebrew is at the forefront of long term care and will open its new state-of-the-art nursing and rehabilitation center this spring. The new home will feature private rooms overlooking the Long Island Sound, wireless internet and a landscaped courtyard garden. The home will mimic individual neighborhoods and will create a strong sense of community.

United Hebrew is located at 391 Pelham Road, New Rochelle, New York 10801. For further information, please contact Linda Forman at 914.632.2804 x224, e-mail [lforman@uhgc.org](mailto:lforman@uhgc.org), or visit [www.uhgc.org](http://www.uhgc.org).

**About United Hebrew:** United Hebrew (UH) is a vibrant not-for-profit, non-sectarian, multi-service senior living campus serving the Westchester metropolitan area since 1919. UH 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. UH serves over 600 clients daily in its campus facilities -- Willow Towers, a 126-unit assisted living residence; a 296-bed Nursing Home; the 135-unit Low-Savin Apartments for seniors; a Long Term Home Health Care Program; and the Azor Home Health Agency. Its newest project, the renovation and expansion of its nursing and rehabilitation center scheduled to open spring of 2009, combines world-class care with state-of-the-art features.

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*Rita Mabli, United Hebrew president/CEO; Michael Rozen, Chair, United Hebrew Board of Directors (center); and Malcolm Lazarus, Senior Chair, United Hebrew Board of Directors (right), in front of United Hebrew’s new name and logo*