



## Willow Towers Assisted Living Names New Executive Director

**New Rochelle, NY - (January 25, 2007)** - Willow Towers, the 126-bed assisted living residence of the United Hebrew Geriatric Center (UHGC), has named Jean Dunphy as Executive Director. Dunphy was formerly Director of Marketing and Sales for Willow Towers. She also serves as Chairperson for the Central Westchester Geriatric Committee.

Ms. Dunphy, who has been with Willow Towers since May 2006, will oversee all aspects of operations and procedures, including marketing and sales. She will also manage the resident relations program and a staff of 70.

"Jean has demonstrated extraordinary leadership skills and a passion for her work. I am confident that she will continue to be a great asset to us and to the community, in which she is very involved," said Rita Mabli, CEO of United Hebrew Geriatric Center.

Prior to joining Willow Towers, Dunphy was Director of Marketing at The Esplanade in White Plains. Dunphy resides in Pleasantville, NY.

Part of the UHGC campus family of services, Willow Towers Assisted Living Community is an eight story state-of-the-art residence with a two-story glass atrium and views of the Long Island Sound. Opened in 2003, this not-for-profit community offers 126 apartments, from studios to 2 bedroom suites - 20 of which are in the Phoenix Memory Support Neighborhood.

Willow Towers is licensed as an Enriched Housing Facility by the New York State Department of Health. Therefore, those individuals with long-term care insurance may be eligible for coverage under their policy. It is located at 355 Pelham Road, New Rochelle. For further information, call 914.636.6565 or visit [www.willowtowers.org](http://www.willowtowers.org).

**About United Hebrew Geriatric Center:** United Hebrew Geriatric Center (UHGC) is a vibrant not-for-profit, non-sectarian, multi-service senior living campus serving the Westchester metropolitan area since 1919. UHGC 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. UHGC serves over 600 clients daily in its campus facilities -- Willow Towers, a 126-unit assisted living residence; a 270-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 home facility, combines world-class care with state-of-the-art features.

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**Photo: Jean Dunphy**  
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