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**United Hebrew of New Rochelle Honors Business Leaders, Celebrates 98th
Anniversary at ‘Autumn Celebration’ Benefit on September 28**

**Honoring Rosemary McLaughlin, Senior VP & Group Director, Signature
Bank; Harrison Edwards Inc.; and Sigma Care**

Cocktails, Dinner, and Entertainment Overlooking Long Island Sound

(New Rochelle, NY—September 7, 2017)...On September 28, on an autumn evening filled with friends, dinner and entertainment, United Hebrew of New Rochelle will celebrate its 98th anniversary and honor leaders and businesses who support the organization’s mission. Rosemary McLaughlin, senior vice president and group director at Signature Bank; Harrison Edwards, Inc., the county’s leading strategic PR firm, and Sigma Care, a healthcare technology company, will be honored at the Glen Island Harbour Club. The festive evening is sure to inspire support for United Hebrew, an award-winning nonprofit organization that allows seniors to age in place on its campus of comprehensive care in New Rochelle.

“The support we receive from these outstanding individuals and organizations allows us to provide the highest quality of care to more than 1,000 residents and clients every day,” says Rita Mabli, President and CEO of United Hebrew. “Each of these honorees has helped us to emerge as a leading provider of senior care in Westchester and the region.”

The gala event is a key fundraiser for United Hebrew, which offers a range of services in its skilled nursing and rehabilitation facility, assisted living residences, Alzheimer’s and dementia care facility and through its home health care division. Proceeds will enhance United Hebrew residents’ lives by funding life-enriching activities, therapies, and programs that foster a meaningful lifestyle across the entire campus.

The Autumn Celebration begins with cocktails at 6 p.m., followed by a lavish buffet, entertainment, and an awards ceremony. For ticket information or sponsorship opportunities, visit uhgc.org or contact Grace Ferri, Vice President of Development & Marketing at United Hebrew, 914.632.2804 x1190 or gferri@uhgc.org.

About the honorees

Rosemary McLaughlin is being honored for her leadership and service as a member of the board of directors of United Hebrew of New Rochelle. She has provided United Hebrew with critical counsel and thoughtful advice on several of its recent initiatives, including the 2016 opening of Willow Gardens Memory Care, Westchester's first assisted living residence dedicated to those with Alzheimer's and dementia. She currently serves as senior vice president and group director at Signature Bank.

A 40-year resident of New Rochelle, she selflessly gives her time to supporting organizations throughout the City, including the Westchester County Women's Advisory Board, where she currently serves as vice chair, and the New Rochelle Chamber of Commerce Board of Directors, an organization for which she also served as president. She is also the current chair of the New Rochelle Republican City Committee, and a member of the Westchester County, and the New York State Republican Committees. Her past volunteer activities include serving on the City of New Rochelle Youth Bureau Board of Commissioners, as chair of the New Rochelle Board of Assessment Review, president of the New Rochelle Day Nursery Board of Directors, president of the New Rochelle Zonta Club, vice president of the Huguenot-New Rochelle Historical Association, and chair of the Salvation Army Advisory Board.

Ms. McLaughlin began her banking career at National Bank of Westchester (now JP Morgan Chase) in 1977, joined Republic National Bank in 1988 (later known as HSBC), and moved to Signature Bank in 2001. She is married to Charles G. McLaughlin and has two sons: William Robert, 31 and Thomas Charles, 29.

Harrison Edwards Strategic Communications & Marketing was selected as an honoree for its work in raising United Hebrew's public profile and its services in Westchester and the region, and advancing awareness of issues related to aging. Founded in 1987, Harrison Edwards has developed award-winning regional and national campaigns; public relations, digital, and advertising promotions; striking and effective collateral materials, far-reaching strategic plans, and innovative special events. Harrison Edwards was an early adapter of digital marketing -- as far back as 2004 -- one of the first firms in the metropolitan area to use digital platforms for promotion and audience development. The firm's work has been lauded for its originality, creativity, and effectiveness; and their staff for their professionalism, creativity, and dedication.

The firm's core practice areas include economic development, healthcare, broadband, B to B, and the arts. They are also known for their digital, analytics, and crisis communications prowess. Harrison Edwards has won over 150 awards — almost all Gold or First Place — conferred by their peers. Accepting the award for Harrison Edwards are Carolyn Mandelker, founder and president, and Bob Knight, executive vice president and chief operating officer.

Sigma Care is a healthcare technology company that provides a robust Electronic Health Record (EHR) system for United Hebrew that provides tools that enable clinical staff to make more informed decisions at the point of care. The EHR provides benefits to residents through improved clinical outcomes, resulting in fewer re-hospitalizations, and to the organization, with analytics and financial tools that increase reimbursements, lower costs, and streamline operational efficiencies.

Accepting the award for Sigma Care is Howard Hamilton, customer success manager at Sigma Care. With a passion for providing innovative technology that empowers providers to optimize their clinical, financial and business performance, Howard Hamilton and Sigma Care have been invaluable partners for United Hebrew in the ever-evolving healthcare landscape.

About United Hebrew

United Hebrew of New Rochelle (uhgc.org) is a vibrant not-for-profit, non-sectarian, multi-service campus of comprehensive care nestled on 7.5 acres. United Hebrew has been serving the Westchester metropolitan area since 1919, and today, works with more than 1,000 clients daily. Services include: **Long-Term Skilled Nursing; Burke Rehabilitation at United Hebrew; Willow Towers Assisted Living** (*The Beverly and Alfred J. Green Pavilion*), **Memory Care** at Willow Gardens, The Phoenix Neighborhood and Griffen Program at Willow Towers, and Nightingale Neighborhood at United Hebrew; **Independent Senior Housing** (*Low-Savin Soundview Senior Apartments*); **Health at Home** (AZOR Licensed Home Health Care and a Certified Home Health Agency); and **Private Geriatric Care Management Services** (Raven Care Advocates). For more information, call (914) 632-2804 or visit www.uhgc.org.