



**A CENTURY TO CELEBRATE:  
Now 100, United Hebrew of New Rochelle Kicked Off a Big Centennial  
Celebration on January 30<sup>th</sup>**

**Westchester County and City of New Rochelle to Honor United Hebrew at  
'Forever Young' Kickoff**

***County Executive George Latimer and Mayor Noam Bramson Present Honors***

(New Rochelle, NY—January 31, 2019)... In 1919, Woodrow Wilson was president, World War I had just ended, and Congress approved the right of women to vote. That same year, a group of charitable Austrian Jews sponsored the creation of a home for the aged in New Rochelle. In its first decade, the then “United Home for Aged Hebrews,” provided care for 51 elderly men and women in need at a two-story frame house, on three park-like acres on Pelham Road in New Rochelle.

Now a nationally-recognized senior living community, United Hebrew of New Rochelle (as it is now known) celebrated its 100<sup>th</sup> anniversary at a joyous **“Forever Young” birthday party**, on Wednesday, January 30. The event, which was the kickoff of United Hebrew’s Centennial Celebration, took place at the original Pelham Road location, which has transformed from its modest beginnings into a modern 7.5 acre campus of comprehensive care, with 800 staff serving 1,000 residents and patients daily through a broad array of supportive care services.

A standing-room-only crowd of distinguished guests, including **County Executive George Latimer** and **New Rochelle Mayor Noam Bramson**, gathered to congratulate United Hebrew and applaud the organization’s ongoing commitment to providing terrific, compassionate care for Westchester’s seniors and their families.

“This milestone was made possible because of the incredible support we have from our community,” said Rita Mabli, President/CEO of United Hebrew. “Our tremendous staff, our extraordinarily committed board of directors, and our generous donors and community leaders have brought us to this moment. With your continued support, we look forward to another century of caring for seniors — from those who live independently, to those with advanced healthcare needs, and everyone in between.”

At the event, County Executive George Latimer presented Mabli with a special proclamation honoring United Hebrew for its longevity and commitment to caring for Westchester’s seniors, a growing segment of the county’s population.

“When you have a need, whether for your parents, or for yourselves, it’s a comfort to know there’s an institution like this, that has a level of skill, a level of caring that is unmatched,” said Latimer. “Now that I have responsibility all over the County, I have the chance to see many similar facilities. But in many ways, this is home. Thank you, from a grateful County.”

New Rochelle Mayor Noam Bramson honored United Hebrew with a symbolic “Key to the City,” recognizing Rita Mablí’s leadership and the organization’s contributions to the City of New Rochelle.

“Year 100! It stops you in your tracks,” said Bramson. “United Hebrew is thriving. Countless people had their lives extended by the extraordinary care here. Compassion, caring, and love are upheld at United Hebrew every day. At 100 you’re just hitting you’re just hitting your stride.”

The event featured an interfaith prayer service led by Rabbi Zachary Sitkin, Beth El Synagogue; Reverend Doctor DeQuincy M. Hentz, Shiloh Baptist Church; and Father Peter Biju, Blessed Sacrament Church. Reflections and remembrances were offered by Sister Regina Kehoe, a former principal at The Ursuline School in New Rochelle, and long-time staff members Patricia McCormack, a Registered Nurse, and Mertel Thomas, a Physical Therapy Aide, who began working at United Hebrew in 1964 and 1969, respectively. A moving performance of the songs Seasons of Love, Forever Young and Don’t Stop Believin’ — by a choral group composed of members of United Hebrew’s leadership team called “Rita’s Red Scarves Singers — capped off the festivities.

### **The Centennial: An Exciting Lineup of Events**

United Hebrew has planned an exuberant, year-long centennial celebration filled with exciting events and observances — and they invite the community to join the fun.

#### **Sunday, March 3 — Centennial Art Exhibition**

An amazing tableau of photos and art, showcasing residents and their families. On view at United Hebrew’s Lazarus Gallery. There’s an opening reception, too.

#### **Tuesday, April 16 — History Talk and Dedication of Commemorative Bench**

Barbara Davis, New Rochelle’s official historian, offers up a “100 Years Young” history presentation; an artistic Commemorative Bench is dedicated. The bench is a true work of art, fashioned by United Hebrew’s residents’ hands.

#### **Thursday, May 9 — Community Service Awards**

Honored will be those dedicated to supporting United Hebrew’s mission to treat everyone— residents, their families, our staff, and those in the wider community—with kindness and respect.

#### **June (Date TBD)— Doctors in Concert**

By day, they save lives. After hours, they make beautiful music together. This special concert, featuring some of the leading doctors in Westchester, is a first!

#### **Monday, July 8 — Golf Tournament**

Warm weather brings out the joy in all. Feast on some great BBQ, then hit the links. A fun event for all.

#### **September — Fitness Walk**

Gotta get moving, and what better way to do that but to hoof it around the track – the United Hebrew campus, that is. Hike for likes at our “Wheel and Walkathon.” (No hills, promise.)

#### **Wednesday, November 6 — Diamond Jubilee Black Tie Gala**

Save the Date! United Hebrew's Diamond Jubilee will be a most gorgeous extravaganza! What better way to celebrate than to support United Hebrew. It's a real community jewel.

**Wednesday, December 11 — Centennial Wrap Up & Interfaith Concert**

Celebrating United Hebrew's century of service: community leaders, elected officials, veterans, and others revel in the sounds of one of the local choirs.

"It's a time for us to say 'thank you' to the tens of thousands of people who have been served by United Hebrew over the past 100 years," said Mabli. "Whether you have been a patient in our short-term rehabilitation center, or a resident of our assisted living community, or had a loved one in our memory care or skilled nursing facilities, you have been a part of our rich history. Join us!"

For more information on these events, go to: [uhgc.org/events](http://uhgc.org/events).

**About United Hebrew of New Rochelle**

United Hebrew of New Rochelle ([uhgc.org](http://uhgc.org)) is a vibrant not-for-profit, non-sectarian, multiservice campus of comprehensive care nestled on 7.5 acres. United Hebrew has been serving the Westchester metropolitan area since 1919, and today, serves more than 1,000 residents and clients daily on its Harry and Jeannette Weinberg Campus and within the Westchester community. Services include: Long-Term Skilled Nursing (The Kramer and Skalet Pavilion); 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 at Soundview (Low-Savin Residence) and Meadow Lane Senior Apartments); Health at Home (AZOR Licensed Home Health Care and 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](http://www.uhgc.org)