



**MEDIA CONTACT:**

Lisa Buchman

Harrison Edwards PR & Marketing

lbuchman@harrison-edwardspr.com 914-242-0010

**Joan Lunden to Keynote United Hebrew of New Rochelle 100th Anniversary Gala Celebration on November 6**

***Four Honors to be Presented to Exemplary Leaders for Extraordinary Commitment to United Hebrew Nonprofit Mission***

(New Rochelle, NY—October 1, 2019).....Legendary television personality Joan Lunden will keynote United Hebrew of New Rochelle's Centennial Gala Celebration on November 6 at the Glen Island Harbour Club in New Rochelle. Co-host of "Good Morning America" for almost two decades, Lunden will touch on caregiving issues she experienced as her mother's health declined, as well as how she juggled life's demands as a member of the 'sandwich generation.'

"We are tremendously fortunate to have Joan Lunden join us at our 100<sup>th</sup> anniversary and to share her story and perspective," said Rita Mabli, president and CEO, United Hebrew of New Rochelle. "We can learn and be inspired from her experiences and positive outlook, which is an amazing feat after the series of challenges she has faced in her life."

As part of its Centennial Celebration, United Hebrew also will present four honors to individuals and organizations that have helped the organization emerge as a leading and respected provider of senior care:

**Taryn Tanzer**, President, Patient Care Associates, will receive the Corporate Medal of Honor for her leadership and contributions to the healthcare community and to United Hebrew of New Rochelle

**The Murphy Family**, Country Bank, will receive the Community Service Award for their model commitment and contributions to the United Hebrew campus community

**Malcolm H. Lazarus and Michael R. Rozen** will receive special Centennial Awards for their outstanding generosity, leadership, and decades-long dedication and service to the United Hebrew Board of Directors.

"Collectively, their passion and leadership allows us to remain true to our nonprofit mission," says Mabli. "With the help and exceptional talents of these individuals, we are able to provide a compassionate healthcare and a high quality of life to the seniors in our care. These leaders are each a tremendous resource."

The black-tie, 100<sup>th</sup> Anniversary Gala Celebration begins at 6 pm with cocktails, followed by dinner, keynote address, entertainment, and awards ceremony. For tickets or sponsorship opportunities, visit [uhgc.org/events](http://uhgc.org/events) or contact Grace Ferri at 914-632-2804 or [gferri@uhgc.org](mailto:gferri@uhgc.org).

## Silver Tsunami

Joan Lunden's comments about the value of planning ahead when it comes to senior care will have special resonance in Westchester County, which faces a "silver tsunami" — an aging population living with more chronic illness. As a mother of seven, she juggled the role of working mom while being a caregiver to her mother, who died from Alzheimer's-related illness in 2013, and her brother, a Type 2 diabetic, who passed away in 2007. She brings her dementia-caregiving experience to her role as the spokesperson for A Place for Mom, a senior care referral service. Lunden is an award-winning journalist, bestselling author, motivational speaker, and women's health and wellness advocate. She is also a breast cancer survivor.

Mabli said: "We invite the Westchester community to take advantage of this wonderful opportunity to hear from Joan Lunden, and to support what we do at United Hebrew: provide comprehensive services that allow seniors to age in place, and to be cared for under our umbrella of services, even as their healthcare needs change."

## Signature Event

The gala is the signature fundraising event for United Hebrew, which offers an array of services on its 7.5 acre campus, including skilled nursing and rehabilitation, assisted living, Alzheimer's and dementia care, and home health care. Proceeds support life-enriching activities, therapies and recreational programs that foster a meaningful lifestyle for residents across the campus.

### 100<sup>th</sup> Anniversary Gala Celebration

**Wednesday, November 6, 2019**

**6 pm - 9:30 pm**

**Glen Island Harbor Club, New Rochelle, NY**

**Tickets: [unitedhebrewgeriatric.org/events](http://unitedhebrewgeriatric.org/events)**

**Contact Grace Ferri at 914-632-2804 or [gferri@uhgc.org](mailto:gferri@uhgc.org).**

## About United Hebrew of New Rochelle

United Hebrew of New Rochelle ([uhgc.org](http://uhgc.org)) (*The Harry and Jeannette Weinberg Campus*) 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](http://www.uhgc.org).