



Jewish Senior *Life*  
services for healthy aging

## FOR IMMEDIATE RELEASE

Media Inquiries: Chelsea Wagner, Roberts Communications  
585-246-0233  
[cwagner@robertscomm.com](mailto:cwagner@robertscomm.com)

Contact: Jane Knickerbocker, Vice President of Marketing  
585-784-6366  
[jknickerbocker@jewishseniorlife.org](mailto:jknickerbocker@jewishseniorlife.org)

### JEWISH SENIOR *LIFE'S* CAMPUS TRANSFORMATION PROJECT RECOGNIZED AT 2017 ROCHESTER PRSA PRISM CEREMONY

ROCHESTER, N.Y. - June 20, 2017 – [Jewish Senior Life](#) was recognized with a PRism and an Award of Excellence for its campus transformation project at the [2017 Rochester Public Relations Society of America \(PRSA\)](#) PRism Awards ceremony. The PRism Awards recognizes the highest standards in research, planning, execution and evaluation for public relations programs and tactical elements. More than 200 submissions were received for consideration.

Jewish Senior *Life*, together with its agency partner Roberts Communications, was awarded a PRism in the Not-for-Profit Press Conferences category and an Award of Excellence in the Not-for-Profit Events/Observances category. Both awards recognized the June 2016 Jewish Senior *Life* groundbreaking ceremony celebrating the beginning of the construction of its Green House Cottages. The Cottages house nine homes for long-term care residents and are part of an \$83 million campus transformation initiative.

“The groundbreaking ceremony was a major opportunity to share publicly how we are redefining home and revolutionizing care for our residents,” said Jane Knickerbocker, Vice President of Marketing at Jewish Senior *Life*. “It’s an honor to be recognized for work that will allow our long-term care residents to have even more enriched and enhanced lives.”

By bringing media, community members, residents and their families together for a groundbreaking ceremony, Jewish Senior *Life* aimed to foster education, generate awareness and rally support for the changes to come on its campus.

The 2017 PRSA PRism Awards ceremony was held on Thursday, June 15. See the full list of award recipients [online](#).

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#### **About Jewish Senior *Life*™**

Serving people of all faiths and ethnic backgrounds, Jewish Senior *Life* is guided by the values of honoring family and emphasizing aging in place—allowing people to remain in the place of their choice longer.

Jewish Senior *Life* is a Continuing Care Retirement Community (CCRC), offering all levels of care from independent living to skilled nursing care on a single campus:

- The Summit at Brighton for independent living;
- Wolk Manor for assisted living;
- The Lodge at Wolk Manor for assisted living memory care;
- The Jewish Home of Rochester for long-term, transitional and memory care;
- Transitional Care at the Jewish Home for short-term rehabilitation;
- Atkin Center for Outpatient Rehabilitation;
- Marian's House daytime retreat for those with memory loss; and
- a variety of community programs and services such as Living Well Companion Care and Physician House Calls that enable people to age and live safely, either on campus or another place that they call home.

Jewish Senior *Life* is the only senior care provider in the Rochester area to offer Life Care, a program which eliminates worries about unforeseen care needs and medical expenses throughout the full continuum of care.

Jewish Senior *Life* is accredited for its high quality and customer satisfaction by CARF, and earned five out of five stars in the Centers for Medicare and Medicaid Services' (CMS) Five-Star Quality Rating. This designation is reserved for only the top ten percent of nursing home providers nationwide.

Jewish Senior *Life* has been named a 2017 Top Workplace by The Rochester Democrat and Chronicle.

Jewish Senior *Life* is a member of the Alliance for Senior Care of Greater Rochester, Leading Age, Leading Age New York, and the Association of Jewish Agency Services.

For more information, please visit [www.jewishseniorlife.org](http://www.jewishseniorlife.org).