



Weinberg Village Assisted Living Facility
13005 Community Campus Drive
Tampa, FL 33625
813.969.1818
866.595.3857 (Toll Free)
www.weinbergvillage.org
License #: 08679

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Contact: Dan Sultan, Marketing Director

**ORLOFF FAMILY CREATES LEGACY WITH THE NEW
SYLVAN AND JEAN ORLOFF MEMORY SUPPORT UNIT AT
WEINBERG VILLAGE ASSISTED LIVING FACILITY**

Tampa, Florida (January 10 2008): The new Sylvan and Jean Orloff Memory Support Unit at Weinberg Village Assisted Living Facility will recognize the generous donation received from Louis Orloff who made the gift in honor of his parents. The Orloffs lived in Clearwater and were very involved in many local organizations. "This contribution will ensure that the legacy of the Sylvan and Jean Orloff lives on to benefit our aging population," said Stephen Weinberg (no relation), President of Weinberg Village.

"When we were looking for a Jewish home specialized in memory care for our mother, it became apparent that none were available in the Tampa Bay area. Ultimately we relocated my mother to St. Louis. Visiting the facility there opened our eyes to the fact that there was a need in the community that should to be filled and one that could be filled. In 1975, our father, the first president of the Federation in Pinellas wrote to the community about the importance of participation in Federation; "Will you teach your children by setting an example of involvement and caring for others?" This gift totally

honors our parents who did indeed, teach us by their example. And having a top notch Jewish facility allows us to further the welfare of our community and take care of our aging senior population,” said Louis Orloff. “My father was one of the founders of T.O.P. and as further honor to his involvement I have established an endowment fund for the benefit of the Orloff Memory Support Unit, so as to insure its availability to the community. The fund is managed by T.O.P and I encourage people to support Weinberg Village through the Sylvan and Jean Orloff Memory Unit Endowment Fund.”

“Our mother, Jean, is a Lion of Judah, in Pinellas and dedicated countless hours to volunteer throughout her active life in both Jewish and non-Jewish charitable causes. She was President of the Women’s division in Des Moines, Iowa, and she would tell you that one of her proudest accomplishments was a program she coordinated with local churches to help “troubled girls get out of jail and into life.” And people who, like my mother, cannot remember the past few moments, still are entitled to the joy and the fun that they experience during those moments.”

"The new Sylvan and Jean Orloff Memory Support Unit at Weinberg Village will allow us to better respond to the challenges of an aging population," Stephen Weinberg said. "This is another feature in caring for the elderly, if your loved ones are at or move into Weinberg Village and are affected by memory loss, it will not be necessary for them to move to another facility and deal with the anxieties that change evokes. The care team will be able to evaluate each resident’s cognitive challenges and changes and meet those needs.”

Barbara Gerson, the facility's Executive Director, said, "We greatly appreciate this commitment to seniors of our community. With the opening of the new Memory

Support Unit, residents with failing memories can now be cared for in a specialized environment, catering specifically to memory impairment. We are excited to have the opportunity to lead Weinberg Village into a new era in which we will provide new services and assistance to our residents. We are also thrilled to have the privilege of working with the University of South Florida (USF) and their gerontology department to fine tune our program," added Gerson.

The Sylvan and Jean Orloff Memory Support Unit is a secure section of the facility and is designed to keep residents from feeling restrained - something that is comforting for those with memory loss. It features a soothing, multi-sensory environment that provides stimulation and relaxation through the use of smell, touch, sound, color, and light – all of which has been found to be beneficial for those affected by Alzheimer and other forms of memory conditions since it provides a range of sensory stimuli.

The 12 bed unit also has a number of other specially designed features for residents, including:

- Brighter lighting, to eliminate shadows
- Special slip-resistant and glare-reducing flooring
- Easy access to a contained patio garden
- Contrasting colors, to help residents distinguish between walls and doors, plates and tablecloths, and so on.
- Handrails, to promote mobility and independence
- Noise-reduction measures including acoustical ceiling tiles and sound-absorbing design materials to minimize over-stimulation and distraction

- State-of-the-art security system to enhance resident's safety and security

More than 5 million Americans live with Alzheimer's disease, a figure that's expected to rise considerably as the nation's 78 million baby boomers enter their sixties, the Alzheimer's Association has reported. The advocacy group said someone in the U.S. develops the disease every 72 seconds, and by mid-century that will increase to every 33 seconds.

About Harry and Jeanette Weinberg Village Assisted Living Facility

Weinberg Village Assisted Living Facility is located on the 21-acre Tampa Jewish Community Center and Federation campus and offers the finest assisted living accommodations in an atmosphere of elegant and comfortable retirement living. Weinberg Village provides a warm, caring environment that promotes independence while meeting both physical and cognitive needs. The exceptional, experienced and caring staff develops close ties with all of the residents, assuring high quality care and a warm family atmosphere. Known for its hospitality and treating residents with dignity and care, Weinberg Village offers the amenities and primary services senior adults value with a personal touch: three kosher meals daily, apartment suites, utilities, independent climate control, emergency response system, kitchenettes, 24-hour access to staff, daily housekeeping and weekly linen services, beauty salon, scheduled transportation and social activities.

For more information about Weinberg Village Assisted Living Facility, contact Barbara Gerson, Executive Director or Dan Sultan, Marketing Director.

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