



THE ADVOCATE OF NOT-FOR-PROFIT
SERVICES FOR OLDER OHIOANS

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Contact:
Tim White
(614) 444-2882, ext. 26 or twhite@aopha.org

**Menorah Park Center for Senior Living Honored by AOPHA
with Outstanding Communications Award for “WOW – Bat Mitzvah” Campaign**

(Columbus, Ohio) – Menorah Park Center for Senior Living, Beachwood, was honored with the *Excellence in Communications Award* from AOPHA, the advocate of not-for-profit services for older Ohioans, for “WOW – Bat Mitzvah” campaign. The award was presented to Beth Silver, Director of Public Relations and Marketing, and Sherry Gavanditti, Public Relations and Media Specialist last week during the AOPHA Awards Celebration; part of the AOPHA 2009 Annual Conference and Trade Show.

The award annually recognizes an AOPHA member demonstrating creativity and scope in presenting a positive image of older Ohioans and their service providers.

The heart-warming human story of the Bat Mitzvah of 10 Women of Wiggins Place (WOW), an assisted living community that is part of the continuum of care provided by Menorah Park, generated international coverage. Print and electronic media, including national television programs and international news organizations, reported on the Wiggins Place residents celebrating their Bat Mitzvah last year. Because the coming of age ritual was not widely practiced during their youth, the ten women, ranging in age from 89- to 96-years-old, belatedly celebrated their Bat Mitzvah, generating human feature stories across the globe.

“Sharing with the world such a unique display of the resident-centered care offered those living in our member communities benefits all senior service providers and those they serve,” said AOPHA Professional Recognition Chair Phil Braisted. “Menorah Park is to be commended for the quality of life they provide for their residents and for the positive image they have shared on how they seek to ensure their residents are fulfilled in all aspects of their lives.”

Founded in 1937, AOPHA is a statewide association representing approximately 280 not-for-profit homes, health-related facilities and community services for the aging. Members are sponsored by religious, fraternal, labor, private and government organizations committed to providing quality services for their residents and for older persons in the community at large.