



Weinberg Village Assisted Living Residence
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License #: 08679

FOR IMMEDIATE RELEASE

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WEINBERG VILLAGE, TAMPA'S ONLY JEWISH ASSISTED LIVING RESIDENCE, MAKES LOCAL AND NATIONAL NEWS

Tampa, Florida (Friday, June 20, 2008): Weinberg Village Assisted Living Residence in Tampa Florida made the front page of the Tampa Tribune – not only the front page of the newspaper in color but above the fold pushing Barack Obama's story and Senator Ted Kennedy's illness to bottom of the front page. The story also made the home page of the Tampa Tribune's web site and they also shot a video which could be seen on their web site.

Weinberg Village made the front page thanks to the initiative of Doug Cohn, founding and long time Board of Mangers member, and a generous donation from Paul Tozour, an executive at Nintendo, the company that created the Wii - Weinberg Village is now offering a new form of exercise for the residents; virtual bowling, golfing, tennis, boxing and baseball. "It's the latest craze for seniors and I had to get one for Weinberg Village", said Doug Cohn. "We had to wait a while because the demand for Wiis is so high however it was worth the wait".

The Tampa Tribune's story was covered nationally by the Associated Press and picked up by the national Fox TV News team. Fox TV was doing a story at USF Gainesville "***Study: Seniors Can Keep Their Minds Young Playing Video Games***". They were so impressed with the story in the Tribune that they came down from Gainesville to video tape our residents playing the Wii and incorporate the story into their Gainesville story. Although the story does not refer to Weinberg Village by name it does show some of our residents playing the Wii and on the Fox web site the Weinberg Village is mentioned. "I can't tell you how excited our residents were when they found out a camera crew was coming out to tape them playing the Wii. There was a line at the Beauty Salon that morning as residents waited to get their hair and nails done", said Barbara Gerson, Executive Director, of Weinberg Village.

Residents at Weinberg Village Assisted Residence gather each day to play the Wii. "It's very addictive, it's hard to get the residents off of it once they get started, some even wanting to miss supper", said Nina Goldstein Activities Director. For the participants and spectators the Wii offers an adrenaline rush that some may not have experienced in years. "When playing golf and I drop the putt, it actually feels like I'm going through it again", said David Harmon, an avid golfer.

Proponents say the Wii offers a welcome reprieve from a sedentary lifestyle and boosts hand-eye coordination and exercise type movements among the over-60 age group in a way that bingo and mah-jongg can't. "It's a great game for all to enjoy. It appeals to young children like mine, to seniors and everyone in between. We are very grateful to Nintendo for the generous donation, it makes our residents feel young again", said Dan Sultan, Marketing Director of Weinberg Village.

The Tampa Tribune and Fox News articles are attached. You can also read it by clicking on <http://www2.tbo.com/content/2008/jun/03/na-seniors-say-wii-can-play-guess-who-got-a-wii/> or see the Tampa Tribune video by clicking on <http://www.tbo.com/video/xml/MGB0YXIJZGF.html> . The piece on Fox TV News can be read by clicking on <http://www.foxnews.com/story/0,2933,365715,00.html> and the video can be seen by clicking on http://www.foxnews.com/video2/video08.html?maven_referralObject=1297906&maven_referralPlaylistId=&sRevUrl=http://www.foxnews.com/story/0,2933,365715,00.html

For more information about Weinberg Village Assisted Living Residence programs and services please call Barbara Gerson, Executive Director, or Dan Sultan, Marketing Director, toll free at 866.595.3857 or visit us on the web at www.weinbergvillage.com . See why our years of experience, commitment and caring professionals make us the very best in senior assisted living. ALF License #: 08679

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