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JEWISH SENIOR *LIFE* LAUNCHES REDESIGNED WEBSITE

ROCHESTER, N.Y., February 1, 2022 – Jewish Senior *Life* is excited to announce the launch of a newly redesigned website, featuring a dynamic and interactive experience that welcomes visitors and offers them personalized recommendations.

Featuring Jewish Senior *Life's* residents and staff in photography and video, the site provides a pop-up intro video and easy navigation, and boasts updated features such as a chat function, interactive map, and guided prompts to help visitors get the information best suited for their needs. The site is also equipped with ADA-Compliant accessibility tools, which ensures information is accessible to those with disabilities, such as visual or other impairments (such as dyslexia).

“Our refreshed site has increased functionality and innovative tools, and is another way we continue to focus on those we serve,” said Michael King, President and CEO of Jewish Senior *Life*. “Whether you are searching for your own senior living options or for elder care or assistance for your loved one, we want this site to be a resource to help you find the quality services you deserve.”

The website URL remains www.jewishseniorlife.org.

About Jewish Senior *Life*:

Serving people of all faiths and ethnic backgrounds, Jewish Senior *Life* is a Continuing Care Retirement Community (CCRC) guided by the values of honoring family and aging in place. Jewish Senior *Life* offers all levels of care on a single campus, from independent living to skilled nursing care, along with a variety of programs and services for people living outside its campus.

Jewish Senior *Life* has CARF International accreditation for high quality and customer satisfaction, and was named a 2020-2021 Great Place to Work®. Its affiliate, the Jewish Home, has been recognized as a U.S. News & World Report Best Nursing Home 2021-2022 and Newsweek's America's Best Nursing Homes 2022. For more information, please visit www.jewishseniorlife.org.

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