



June 21, 2011

## **13<sup>th</sup> Annual MJHS Foundation Golf Classic a Hit**

Event's "Drive for the Future" Mixed Links with Leisure, Featured NFL Great and Honored  
Legendary Board Member

### **FOR IMMEDIATE RELEASE**

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On Monday, June 20, 2011, nearly 300 people attended the 13<sup>th</sup> Annual MJHS Foundation Golf Classic at Old Westbury Golf and Country Club. The daylong event celebrated MJHS' compassionate care, as well as two living legends: Super Bowl-winning Coach Dick Vermeil and Immediate Past President of MJHS Foundation Isaac Assael. More than \$930,000 was raised, an all-time record. All proceeds go to MJHS Foundation's charitable fund, supporting health care for patients, residents and families served by MJHS.

"We call our annual golf classic "Drive for the Future" because it is philanthropic support that helps ensure our patients know they will receive whatever quality, culturally-sensitive care is needed, even if their needs change," said David Nussbaum, Executive Director of MJHS Foundation. He added, "The Four Brooklyn Ladies who founded this organization among the tenements in 1907 relied on charitable giving to help build a home for the poor and elderly. Their vision has become MJHS, one of the most expansive, not-for-profit health systems in the region."

Golfers came from near and far, starting their day with "Morning Patrol," a time for brunch, putting greens and the driving range. Carts filled with competitive foursomes took off at the noon shotgun tee-off. With swimming and games of Texas Hold 'Em for non-golfers, the day was an opportunity for everyone to play with purpose.

Vermeil, a beloved and well-respected NFL coach—even by die hard Giants, Jets and Bills fans—hosted an afternoon wine tasting featuring selections from Vermeil Wines. A descendant of one of the early Napa Valley winemaking pioneers, Vermeil enticed the young at heart but legal in age with samples of his flavorful and crisp wines. He also autographed bottles from his collection and posed for photos with a number of guests, many of whom are avid fans of the legendary coach who led the Eagles and St. Louis Rams to the Super Bowl.

As the day turned to night, the evening program began. With a room filled to capacity, the following major sponsors were thanked for their unwavering partnership support and steadfast belief in MJHS' mission: Bestcare, Inc. and Special Touch Home Care (Ace level);

Northwestern Mutual, TD Bank, and Allen Health Care Services (Eagle level; as well as Chem Rx Pharmacy Services (Birdie level).

A highlight of the evening was when MJHS Foundation Immediate Past President Isaac Assael was toasted for nearly four decades of selfless contributions to MJHS. Assael was hailed for serving MJHS in various leadership capacities, as well as praised for his strategic vision. In prepared remarks by video, Assael used humor to explain his unexpected absence. Expressing camaraderie with injured cast members of a popular Broadway musical, Assael told the captivated audience that he has selected MJHS Home Care for his physical therapy. He continued by noting that his home care therapist will provide the best recovery plan—getting him back on his feet, ready to resume board business.

“Serving on various MJHS boards of directors has been a distinct honor and a true labor of love,” Assael said. “It’s an honor to carry on the tradition of the Four Brooklyn Ladies and be part of MJHS’ impressive transformation. I’m proud of this amazing organization and I can’t thank you enough for this honor.”

With that, and the announcement of numerous prizes for longest drive, closest to the pin, top foursomes, and the silent auction, the day of links and leisure officially ended, with guests noting it will be just 364 days before the 14<sup>th</sup> annual golf classic.

### **About MJHS Foundation**

MJHS Foundation provides financial assistance for the charitable health care efforts of MJHS and its affiliated agencies. Consistent with our heritage, MJHS Foundation is dedicated to promoting a culture of philanthropy while raising and allocating the funds necessary for the provision of charitable care, as well as to supporting the affiliated agencies in their efforts to service the needs of the community. Costs for the extraordinary services offered by MJHS are offset in part by grants from the MJHS Foundation, which relies on the support of generous donors. To learn more, visit [www.mjhsfoundation.org](http://www.mjhsfoundation.org).

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