

**For immediate release**

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## **NORTH OAKS PARTNERS WITH B'NAI B'RITH HOUSING TO ADMINISTER JEWISH CULTURAL AND RELIGIOUS TRAINING**

*Primary goal is to educate in-house service providers about  
traditions and customs unique to Jewish heritage*

Pikesville, MD (August 19, 2008) – North Oaks, a Continuing Care Retirement Community in Pikesville, has announced the formation of a partnership with B'nai B'rith Housing, Inc. in Washington, D.C. to provide on-going Jewish cultural and religious training for its in-house service providers. The group is an affiliate of B'nai B'rith International, the largest national Jewish sponsor of senior housing worldwide, with more than 50 facilities internationally.

“Because our resident population is predominantly Jewish, we have decided to pro-actively create a long-term training program that addresses the traditions, customs and nuances that are unique to the Jewish heritage,” explained Mark E. Pressman, Executive Director of North Oaks. “B'nai B'rith has more than thirty years of demonstrated experience in senior housing and 165 years of service to Jewish communities throughout the country and throughout the world, and represents the ideal partner in this initiative,” he added.

The training sessions will commence in conjunction with the Jewish High Holidays this fall and will cover a range of issues beginning with an introduction to the most prominent holidays, dietary laws, and diversity aspects of the religion.

“The educational program is designed to promote sensitivity to and understanding of residents of North Oaks,” Mark Pressman stated. “Our overall goal is to offer valuable insights into the Jewish heritage so our staff can interact with, and provide higher quality services, to our residents. Many may not know that to the more observant Jew, it is inappropriate to serve a milkshake with a hamburger at a meal. Others many not realize the importance of the Jewish Sabbath that begins each Friday evening and extends to Saturday at sundown. These examples identify just some of the issues that we intend to cover.”

“Both residents and staff of North Oaks will receive daily benefits from this sensitivity training, and the management team is to be commended for initiating this program in a pro-active fashion,” stated Dr. Mark Olshan, Director of the Center of Senior Services for B'Nai B'rith Housing. “Both groups will experience a more congenial and nurturing environment,” he added.

Founded in 1991, North Oaks is a Senior Living Community in Pikesville that offers a variety of living options for local residents including the full continuum of care: independent living, assisted living and skilled nursing care. It is managed by Life Care Services LLC, which is based in Des Moines, IA.

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