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Golf Tournament to Support Critical Senior Health and Housing Services in the Greater Philadelphia Area

Wesley Enhanced Living Foundation & J. Lorber Company Invitational

Southampton, PA August XX, 2009 – The Wesley Enhanced Living (WEL) Foundation, the philanthropic arm of the WEL continuing care retirement communities (CCRC), hosts its annual Golf Classic in a unique collaboration with the J. Lorber Company on Monday, September 14 at the Huntingdon Valley Country Club. J. Lorber Company is a leader in the plumbing, heating and industrial supply industry in the Delaware Valley.

The charity tournament- dubbed the WEL Foundation Golf Classic & J. Lorber Company Invitational- marks an exciting new collaboration between the WEL Foundation and J. Lorber Company. Even though the economy has been detrimental to many golf outings, this year's Golf Classic proves to be the largest tournament that the WEL Foundation or J. Lorber Company has hosted. More than 160 golfers were in attendance- a large golf tournament for the Philadelphia region.

“This collaboration was driven by a desire to be creative in this tough fundraising environment, and, to demonstrate that there is an increased interest among for-profit companies to partner with non-profit organizations to support their philanthropic missions.” said Dawn George, Vice President of Development and Government Relations at WEL. “I am thrilled that the J. Lorber Company is partnering with the Wesley Enhanced Living Foundation on this year's Golf Classic and they are aligning themselves with our mission to support critical senior health and housing services in the region. This is going to prove to be one of the most unique, and enjoyable, golf tournaments happening during the fall.”

This is the fourth year that the WEL Foundation has hosted its Golf Classic at the Huntingdon Valley Country Club. According to Huntingdon Valley Country Club Golf Pro Jack Connelly, the club is expecting this year's WEL Foundation Golf Classic & J. Lorber Company Invitational to be one of its most successful tournaments for 2009.

"We are thrilled to welcome back the Wesley Enhanced Living Foundation, and for the first time, the J. Lorber Company to host a stellar golf tournament." says Jack Connelly, Golf Pro at Huntingdon Valley Country Club. "This partnership will certainly increase the number of golfers and subsequently the amount of money that will be raised to support the mission of the Wesley Enhanced Living Foundation. It's a win-win for all parties."

The first-ever WEL Foundation Golf Classic & J. Lorber Company Invitational will feature 27-hole play on all three courses at the Huntingdon Valley Country Club- Toomey, Flynn or Centennial. The day also features lunch, a grand cocktail party and an auction.

The WEL Foundation Golf Classic & J. Lorber Company Invitational Schedule:

- **10 am: Registration**
- **10:45 am: Lunch**
- **Noon: Shotgun Start**
- **5 pm: Grand Cocktail Party and Auction**

Registration and sponsorships for the WEL Foundation Golf Classic & J. Lorber Company Invitational are open now through August 21. Multiple opportunities are available for all sponsorship levels. The Gold, Silver, Bronze, Flagpin and Handicapper sponsorship packages are still available for individuals and companies. Golfers can also utilize the Par Package, the best foursome deal, and the two individual opportunities; the Tin Cup Stimulus Package and the 19th Hole. For more information on sponsoring the tournament, please go to www.wel.org and click on the WEL Foundation Golf Classic logo, or, call 215-354-3193.

The proceeds from the tournament will benefit older adults who live in WEL retirement communities throughout the greater Philadelphia Region. Charitable support provides a safety net of critical healthcare and housing services for seniors who outlive their resources. The WEL Foundation provides over \$1 million of charity care per year for seniors.

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About Wesley Enhanced Living (WEL)

Wesley Enhanced Living (WEL) continuing care retirement communities are non-profit, faith-based living environments with a mission to deliver a purposeful life to residents. Serving over 1,000, with more than 600 employees throughout Pennsylvania, the Wesley Enhanced Living communities in Doylestown, Hatboro, Pennypack Park, Burholme and Brodheadsville provide

various combinations of independent living, personal care services, dementia care, and skilled nursing services. The organization also manages two HUD subsidized housing facilities for seniors, Meadow House and Manor Glen, in the Philadelphia region. Wesley Enhanced Living is headquartered in Southampton, Pennsylvania. For more information, call: 215.354.0565, or visit www.wel.org.

Wesley Enhanced Living Foundation

The Wesley Enhanced Living Foundation (WELF) seeks to advance the Wesley Enhanced Living continuing care retirement communities' vision and mission through philanthropy. Charitable gifts to the Foundation are directed to a variety of purposes: benevolent care for residents, community enrichment, innovation through technology, growth and expansion, capital improvements and endowment funds. www.wel.org