



A Continuing Care Retirement Community Since 1890
573 South Boyle Avenue, Los Angeles, CA 90033
www.hollenbeckpalms.com

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Hollenbeck Palms' Couple Celebrates 75th Wedding Anniversary

(Los Angeles, California, May 7, 2013) Hollenbeck Palms' residents Norman and Elaine Beals "have been going around together like a revolving door since both were young teenagers in Chicago," according to Norman. This Saturday, May 11, 2013, 12noon to 2pm, the couple will celebrate 75 years of marital bliss at Hollenbeck Palms' Magnolia Court.

The Beals met during grade school. After high school, Norman tried his hand in the retail produce, liquor and millinery business and found an early niche managing the sale of major appliances for Goldblatt's Department Store. It became mandatory that Norman get involved in the War Effort and until 1946 he worked in the purchasing department at Motorola.

With the war effort at an end, Elaine decided the young family – they had two sons by then – should follow his parents to southern California. Norman became a partner in a furniture/used car business and the family moved from Venice to Lakewood to West L.A. Vigorous leaders in the Jewish community, Norman and Elaine's volunteer work has been recognized with many honors and awards over the years. They co-founded the Lakewood Jewish Congregation where Norman served two terms as President of the Board, then served on the Board of the Westside's Temple Beth Am for a total of 32 years of service.

"I retired in 1982," says Norman, but the couple hardly slowed down. Long time bowlers and square dancers (an activity he still enjoys), he adds, "and I ran bus trips to the Indian casinos to raise money for the City of Hope for 29 years while Elaine played mahjongg and helped with the fundraising."

After 61 years of community service, raising children, enjoying grandchildren and great-grandchildren located in Santa Monica and Bakersfield, it was through family connections that the Beals' found Hollenbeck Palms. The whole family was favorably impressed. With tai chi, Pan, mahjongg, Bingo on their regular agenda, Norman declares, "It's like a constant vacation."

Hollenbeck Palms Background

Hollenbeck Palms provides all of its residents with amenities such as: a full gym, daily exercise programs, special events with free transportation throughout Greater Los Angeles, and many other activities scheduled seven days a week. Wellness clinics and medical services are also available on the Hollenbeck campus which is affiliated with Keck (USC University) Hospital, White Memorial, and Good Samaritan hospitals.

Founded by Elizabeth Hollenbeck in 1890 and funded by her generous estate, Hollenbeck, a 501c3 nonprofit, has offered a beautiful setting for active and secure retirement living that has evolved to embrace the best practices and most innovative thinking in retirement community living. As a Continuing Care Retirement Community, CCRC, all of Hollenbeck Palms' resident members age in place and receive services as needed, including assisted living and skilled nursing along with activities, nutrition and social support throughout their lives.

"I have lived happily and healthfully at Hollenbeck for 15 years," noted one of Hollenbeck's resident members. "I came here because my Aunt and Uncle also lived here and I knew Hollenbeck would provide a loving, financially stable and secure place for me in my later years."

Hollenbeck Palms is also noted for its extensive activities programs and its professional five-person team who are members of the Southern California Association of Activity Professionals, and the Activity Directors Organization of San Gabriel Valley. Daily programs are offered ranging from special events such as an Opera lecture series sponsored by the Los Angeles Opera, to nightly movies, along with special outings to locations like the Disney Concert Hall, Topanga Beach and Del Mar Race Track. Additionally, Hollenbeck Palms is a member of the Osher Lifelong Learning Institute, OLLI, which sponsors lecture series by California State University professors.

Accredited by the Joint Commission on Accreditation of Healthcare Organizations (JCAHO), which is an important symbol of Hollenbeck's on-going commitment to quality care, Hollenbeck is also the only facility in Los Angeles County to have an affiliation agreement with USC's Geriatric Medicine Department and the Keck School of Medicine to receive physicians in post graduate training.

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