



A Continuing Care Retirement Community Since 1890
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For: Greater Los Angeles area

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Los Angeles Opera Launches “Choralmania” Program at Hollenbeck Palms

(Los Angeles, October 16, 2013) Hollenbeck Palms is the host site for Los Angeles Opera’s new “Choralmania” program. Los Angeles’ most historic retirement community, now in its 123rd year of service to the Greater Los Angeles Area, offers “Choralmania” twice a month to its independent and assisted living residents.

“We have been looking at ways of updating interactive singing programs at Hollenbeck and are thrilled that LA Opera has created such a special program for us,” notes Dennis Hiebert, Hollenbeck Palms’ Activity Coordinator. The “Choralmania” program expands the idea of “Sing-Along” to include musical theatre, opera standards, operetta, and some popular tunes. This special program is sponsored by LA Opera Community Chorus Network of which Hollenbeck Palms is an active member. Each “Choralmania” rehearsal is professionally directed by Miki Yamashita with Daniel Redfeld at the piano.

Hollenbeck Palms and LA Opera began their partnership in January 2006 by offering an acclaimed “Speaker” series to Hollenbeck residents. The series explores current LA Opera productions via a speaker and the Opera is then viewed live or recorded. Special performances by LA Opera have also been staged in the historic Hollenbeck Palms’ Chapel.

This dynamic community outreach program was developed by LA Opera’s Education and Community Engagement department, headed by Stacy C. Brightman, Ph.D. Generous support for this program is provided by a special grant to LA Opera from the **The James Irvine Foundation**.

Hollenbeck Palms Background

Hollenbeck Palms, a Continuing Care Retirement Community (CCRC), provides independent, assisted living and skilled nursing for its 230 residents. Its focus on “Wellness as a Way of Life” through daily nutrition, exercise, activities, health care programs and many other amenities, enables residents to achieve goals which enhance their independence and quality of life.

Hollenbeck Palms President and CEO, William G. Heideman has served Hollenbeck Palms for 40 years and follows the leadership of his father William A. Heideman, and grandfather Clarence W. Hensel, who served terms of 46 years and 31 years respectively. The long legacy of Hollenbeck Palms Presidents has steered its course steadfastly to insure that Hollenbeck stays true to its mission as excerpted below:

...to provide comfortable, enjoyable and secure retirement living... with great compassion, honest dignity and genuine love.

Hollenbeck is a 501C3 nonprofit and is governed by a distinguished Board of Trustees, comprised of seven individuals who have achieved notable professional and philanthropic accomplishments throughout their careers. The California Department of Social Services and Los Angeles County Health Department oversee Hollenbeck's licensing and standards.

Hollenbeck Palms was established in 1890 as Hollenbeck Home, by the widow of financier and community leader John Edward Hollenbeck. Elizabeth Hollenbeck believed that life's highest calling was to serve others. It was her goal to provide a comfortable and secure lifetime haven for California seniors. Her vision became a reality.

In 1926, Hollenbeck became the first licensed retirement home in the state of California.

Today in its second century of following Mrs. Hollenbeck's vision, the independent, non-profit community continues to attend to the physical, mental, and spiritual needs of its seniors, with great compassion, with honest dignity, and with genuine love. These words accurately describe the commitment and dedication of Hollenbeck Palms.

LA Opera Background

Under the dynamic leadership of Eli and Edythe Broad General Director Plácido Domingo and Richard Seaver Music Director James Conlon, LA Opera has become one of America's most ambitious opera companies. Presenting benchmark productions of standard repertoire as well as new and rarely-staged operas, LA Opera brings together world-renowned singers, designers, directors and conductors for performances that attract the attention of international audiences and critics. Highlights of the 2013/14 season include the Los Angeles premiere of the 20th-century masterpiece *Einstein on the Beach*, new productions of *Falstaff* and *Lucia di Lammermoor*, the U.S. premiere of a celebrated Barrie Kosky staging of *The Magic Flute*, a revival of *Billy Budd* presented to honor composer Benjamin Britten's centenary, a rare staging of Massenet's *Thaïs*, and a spectacular season-opening production of *Carmen*.

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