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David V. Pomeranz Elected President of the Board of Directors of LiveOn NY

NEW YORK, NY: February 3, 2015— LiveOn NY (formerly known as [The Council of Senior Centers and Services](#), CSCS), one of New York’s leading advocates for seniors, announced today that David V. Pomeranz, Chief Operating Officer of the Hebrew Home at Riverdale, has been elected President of its Board of Directors. As Board President, he will concentrate his efforts on board development and reorganization, fundraising, growing membership and the statewide expansion of the newly re-branded LiveOn NY. Mr. Pomeranz has served on the CSCS/ LiveOn NY board since 2009, most recently as Vice President.

Founded in 1979, LiveOn NY is a membership organization that advocates for the rights of older adults in New York. LiveOn NY serves as an incubator, supporting the interests of senior centers, agencies and individuals by developing new ideas that take the form of advocacy, policy and program development on the city, state and federal level. Its programming helps older New Yorkers as they confront ageism, social isolation, the hardships of living on a fixed income, the need for quality and compassionate healthcare and other obstacles.

Known for his creative approach to difficult challenges, Mr. Pomeranz has dedicated three decades to improving the lives of older adults in New York. As the COO of Hebrew Home, he spearheaded the launch of the successful Managed Long Term Care offering - ElderServe Health - designed to help New Yorkers live independently at home. He was a driving force behind the conversion of Hudson House to a low-income apartment building for older New Yorkers, and his passion for technology led to the creation of an app, "Balance," to help Alzheimer’s caregivers better manage the complexities of care.

Igal Jellinek, Executive Director of LiveOn NY, said "As we start this new chapter in our organization's history with David V. Pomeranz at the helm, LiveOn NY will play a leading role in effecting positive change in the lives of seniors across this great state. I look forward to working with him and the board as we continue to campaign for the rights of older New Yorkers."

"I am eager to start my term as President of the Board of LiveOn NY. Today, we are at a critical juncture in the area of aging in New York," said Mr. Pomeranz. "Integrated delivery of care in community-based settings relies on the ability to form community alliances and partnerships with healthcare providers and systems. This is essential if we are to ensure that all New Yorkers can age with confidence, grace and vitality. LiveOn NY has proven time and time again that they are the leading advocates for those aging in New York. It is my honor to be part of the effort."

Mr. Pomeranz has been recognized for his contributions to the elderly, receiving the 2000 Professional of the Year award by New York Leading Age and the 2009 Humanitarian of the Year award from the Burden Center. He resides in Westchester with his family.

Mr. Pomeranz replaces Joan L. Ryan, who now serves as Board Chairperson.

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ABOUT LiveOn NY: LiveOn NY, formerly the Council of Senior Centers and Services (CSCS), is a non-profit organization dedicated to making New York a better place to age. Founded in 1979, LiveOn NY is recognized as a leader in aging that connects resources, advocates for positive change, and builds, supports and fosters innovation. Our goal is to help all New Yorkers age with confidence, grace and vitality.