



## Press Release

### FOR IMMEDIATE RELEASE

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### **AMIDST COVID-19: MISSION TO HELP PEOPLE DURING CHALLENGING TIMES REMAINS PARAMOUNT AT FERD & GLADYS ALPERT JEWISH FAMILY SERVICE**

**WEST PALM BEACH, FL – March 24, 2020** – As the COVID-19 Pandemic threatens public health and affects the community of the Greater Palm Beaches, Ferd & Gladys Alpert Jewish Family Service (Alpert JFS), the local agency that people turn to for assistance during the most challenging times of their lives, is focused on continuing to provide the community with behavioral health, caregiver support, senior and long-term care services.

Funds are needed for food and supplies, and for transportation to deliver these items to seniors and Holocaust survivors. During this unprecedented time, the agency has established a COVID-19 Emergency Relief Fund at [www.alpertjfs.org/covid19fund/](http://www.alpertjfs.org/covid19fund/). Donations are 100% tax-deductible and will benefit clients and programs of Alpert JFS. As current client needs are being met, Alpert JFS' Chai Line is receiving calls for assessments and referrals from families throughout the community seeking immediate help, and new clients are being welcomed.

Alpert JFS main office at 5841 Corporate Way, Suite 200, in West Palm Beach, remains open to serve clients who are healthy, able, and willing to visit. The agency is also providing human services through virtual technology to meet the needs of people who are social distancing in response to the challenges presented by COVID-19. Alpert JFS' support groups are being set up on Zoom videoconferencing; one of many examples of how Alpert JFS is ensuring continued communication and care.

"We are 'open for business' and ready to help the community in any way we can, as long as the law allows, with every safety precaution in place on location," said Alpert JFS CEO Marc Hopin. "Assistance is also available through virtual technology, with Alpert JFS' staff trained on the required platforms to assure our clients' confidentiality outside of in-person sessions and home visits. We will continue to perform our life-changing and, in some cases, life-saving work, whether in-person or on-screen."

The Agency invites community members to read Alpert JFS Clinical Director Dr. Elaine Rotenberg's article about living amidst COVID-19, that includes tips from the American Psychological Association, at [www.alpertjfs.org/clinicalmessage-covid19/](http://www.alpertjfs.org/clinicalmessage-covid19/), and attend a virtual gathering, "Coping with our New Reality: Social Distancing Without Isolation," on April 2, 2020, at 4:00 p.m. with Child Psychologist Iris Kiner, Psy.D., and Elaine Rotenberg, Ph.D. Prospective participants should call the agency at 561-684-1991 or visit [www.AlpertJFS.org/events](http://www.AlpertJFS.org/events) for attendee information.

"Our 'new normal' challenges our core value of connecting with people in an unprecedented way," said Dr. Rotenberg. "We are, of course, up to the challenge, and are meeting it head-on, making meaningful connections any way we can. Every touchpoint is crucial, and underscores the critical importance of what we do every day."

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Alpert JFS encourages community members to monitor the latest news available on COVID-19 in real-time, with updates from the Centers for Disease Control and Prevention (CDC) at [www.cdc.gov/](http://www.cdc.gov/), World Health Organization (WHO) at [www.who.int/](http://www.who.int/), and the Florida Department of Health at [www.floridahealth.gov/](http://www.floridahealth.gov/).

Established in 1974, Ferd & Gladys Alpert Jewish Family Service is a nationally accredited service provider for children, adults, seniors, and Holocaust survivors. The non-profit, non-sectarian organization is a trusted leader, with a team of more than 175 highly skilled professionals delivering high-quality care to community members. Alpert JFS works to ensure the well-being of children and families, independence of older adults and quality-of-life for individuals with disabilities. For more information, visit [www.AlpertJFS.org](http://www.AlpertJFS.org) or phone 561-684-1991.

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