



The WILLOWS  
PREMIER RETIREMENT COMMUNITIES  
FOR ACTIVE ADULTS



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## LIFETIME WORCESTER RESIDENT CONNECTS AT THE WILLOWS

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### *Area Seniors Find Retirement Perfect Time To Combine New Interests, Favorite Pastimes*

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WORCESTER, Mass.: After decades as a local fixture in Worcester, working for his family-owned printing business, it may seem like everybody has some connection with lifetime resident Harold Gurwitz. But Gurwitz is finding that at The Willows at Worcester, he's meeting new people each and every day. This is just one way that while his life has remained the same in many facets, it also continues to be enhanced since moving to the area's newest retirement community at 101 Barry Road.

"Every week I look forward to meeting more and more of my neighbors as they move into this brand-new community," said Gurwitz. "The Willows at Worcester is filling up with some very nice people. Some, like me, are lifelong Worcester residents. Others moved here to be closer to their children living in the Worcester area. It's quite a diverse group."

Naturally, Gurwitz is familiar with the Worcester area amenities. While he's extremely excited about everything The Willows at Worcester is offering him, one part he really likes is that moving to the community didn't take away from his previous social life. "The house I lived in before moving is about five minutes from my new home, so I have a lot of friends in the area. By coincidence, two of my closest friends live in houses near The Willows; I'm actually hoping they make the move, too."

Gurwitz's recent move to the maintenance-free community has also allowed him to resume favorite pursuits he didn't have as much time for in the past. One of the lifelong hobbies Gurwitz has brought with him to The Willows is his passion for music. "I'm a wee bit of a clarinet player, practicing about three times a week," said Gurwitz, who developed an interest in playing the clarinet at the age of 12.

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"My specialty is Jewish music, old-time songs from when the immigrants came over 100 years ago. I also play a lot of the old standards, and once in a while, a classical piece. I'm definitely not a professional player. In fact, 95 percent of it is for my own amusement."

At the same time, Gurwitz is discovering new interests during his retirement. "There are a variety of activities to choose from at The Willows, and I'm finding many new things to do and try each day," said Gurwitz. "I've never played billiards in my life, and someone here recently showed me how to play. I don't have any great talent, but it sure is fun."

In addition to exploring new activities, Gurwitz continues to be very involved in the Worcester community. He just finished his term as president at Beth Shalom, and he volunteers on a regular basis at the Jewish Health Care Center.

Now, after a busy day, Gurwitz comes home to two restaurants — *Cascades* and *The Bistro* — seven days a week. "You have a feeling you're going into the nicest restaurant at the nicest hotel. *Cascades* is beautiful, the service is impeccable and the food is excellent. I haven't used my stove yet," laughs Gurwitz. "With a little luck, I never will!"

"The Willows is a perfect fit for what's important to me," said Gurwitz, who lives in a two-bedroom, two-bath apartment with a full kitchen, a sunroom and a separate den. "My new home is totally gorgeous. I was able to bring most of the furniture and paintings I had in my previous home. Each day that goes by, I'm so happy I'm here. It's a very carefree kind of living at a comfortable and easy place to be."

The Willows at Worcester is located on a 21-acre campus, set within a unique, well-established neighborhood at 101 Barry Road near Salisbury Street. The community, for those 62 years old and better, offers 191 private independent living apartments and cottages, with a variety of personalization choices so residents' homes can reflect their personal style and taste.

Residents of The Willows enjoy a wide range of community amenities, including two on-site restaurants, *Cascades* and *The Bistro*; a fitness center and personalized exercise programs; heated, indoor swimming pool and aquatics program; spa and massage therapy; art studio and woodworking shop; professional *Full Swing Golf Simulator* featuring renowned PGA courses; library; greenhouse and more. Residents also have priority access to The Health Center on campus or to any of SALMON's other communities, if they ever need short- or long-term care.

The Willows at Worcester is part of SALMON Health and Retirement, formerly The Salmon Family of Services, which has earned the trust and confidence of families across New England since 1952. SALMON Health and Retirement recently received the 2009 Massachusetts Family Business of the Year award for businesses with 250 or more employees. The awards program was developed by Northeastern University's Center for Family Business and the Family Firm Institute-New England Chapter as a way to "promote and highlight some of the great achievements of Massachusetts-based family-owned businesses and entrepreneurs."

Based in Westborough, SALMON is a third-generation, family-owned-and-operated organization with many communities in Massachusetts, including The Willows at Westborough Retirement Community; Whitney Place Assisted Living Residences in Natick, Northborough, Northbridge and Westborough; Whitney Place Adult Day Health Centers in Natick and Northbridge; Beaumont Rehabilitation and Skilled Nursing Centers in Natick, Northborough, Northbridge, Westborough and Worcester; and the SALMON Centers for Early Education in Natick, Northbridge and Worcester; and their newest continuing care retirement community (CCRC), The Willows at Worcester, on the west side of the city.

More information about The Willows at Worcester is available by calling (508) 755-0088, or by visiting [www.TheWillowsAtWorcester.com](http://www.TheWillowsAtWorcester.com).

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