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FOR IMMEDIATE RELEASE

CYPRESS HOMECARE SOLUTIONS & THE SHELDON R. ROTH FAMILY
ANNOUNCE INCREASED COMMITMENT TO
JEWISH FAMILY & CHILDREN'S SERVICE

Phoenix, AZ – December 13, 2011 – Dr. Michael Zent, President & CEO of Jewish Family & Children's Service (JFCS) and Sheldon R. Roth today announce that the Sheldon R. Roth Family and Cypress HomeCare Solutions (a company owned by the Roth Family) are increasing their financial commitment to JFCS over the next four years and challenge the community to do the same. The gift totals \$200,000. Recognizing the challenges in fundraising today and the overall drop in giving between 2008 and 2010 (as cited by the November 28, 2011 issue of the Wall Street Journal), Sheldon R. Roth stated, "We must continue to fund and increase our gifts to great agencies like JFCS who take care of so many people in need. My family and I are very fortunate, and we have had a very special and close relationship with JFCS over the last several years. We see the challenges they face and other agencies like them, particularly in the Phoenix Jewish community. We want to challenge others to step up and give more to JFCS this year."

Acknowledging the Roth family generosity and their increased commitment to the JFCS, Dr. Michael Zent announced that the JFCS community hospital chaplain, Rabbi Robert Kravitz will now have the title and be known as The Sheldon R. Roth Family Chaplain.

Gifts to JFCS may be directed to any number of programs. Donors are encouraged to check out giving opportunities on the JFCS website, www.jfcsaz.org or call Frank Jacobson, Vice President of Marketing & Development at 602-567-8329.

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