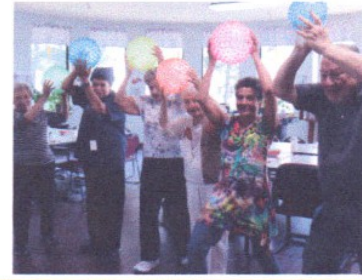




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Plough Towers Celebrates 40th Anniversary

A towering presence in Jewish Memphis, one of our community's beloved institutions marks its 40th anniversary this month, more quietly than its staff and residents would have hoped.

"We had so many plans to celebrate this remarkable milestone with our community, and then the virus hit," said Leigh Hendry, **Plough Towers** Executive Director.

"It was disappointing, but just like we've been doing since March, we adapted to the reality and are making the best of it."



While residents and staff hope to celebrate with others when they can, for now they are staying safe by staying as isolated as they can, practicing air-tight protocols regulating access to the building. Despite the compromises they've had to make, the Plough community is marking the occasion safely on the building's campus with low-key, socially distanced gatherings.



Above: A portrait of Plough Towers' founders, Tillie Alperin (left), and Ida Lipman, hangs in the lobby of the skysrise.

"This anniversary means Plough Towers has been serving our Jewish community for four decades, and I can't imagine how many families and individuals have benefitted from this wonderful place in that time," said Jason D. Salomon, Plough's current Board President. "My parents, Robyn and Conrad Snyder, live at Plough, and the sense of community they found here is just amazing. This a special place and vital to the well being of our community's seniors."

Plough Towers operates as a non-profit with a mission to 'provide safe, affordable housing for diverse and qualified elderly and for mobility impaired persons in an environment that enhances self-worth, dignity, and encourages their full use of skills, intelligence, and experience."

Through its Annual Community Campaign, Memphis Jewish Federation has supported Plough Towers from its inception. Federation supports the Plough Towers Activities Program and, in partnership with MIFA, the daily Scheidt/Hohenberg Hot Kosher Meals program.

In addition, two Federation Fedovation Impact Grants have supported Shabbat and holiday programming over the last few years. During the current pandemic, Federation awarded Plough Towers an urgent needs grant and many of the agency's Personal Protective Equipment (PPE) and other Covid-related needs have been funded by generous Jewish Foundation of Memphis Donor-Advised Fund holders. The Jewish Foundation also holds two endowment funds on behalf of Plough Towers.

To learn how you can support Plough Towers, please call 901-767-1910.



Above: Despite the necessary compromises, Plough Towers residents and their families are finding ways to enjoy the milestones of life, like holidays, birthdays, and the 40th Anniversary.

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