

## The Towers at Tower Lane to Name and Dedicate its Synagogue Chapel The Shure Family Chapel

The Towers is delighted to announce that its synagogue chapel will be dedicated and named, The Shure Family Chapel, thanks to a generous gift from Jimmy Shure. New Haven born and raised, Jewish community leader and caregiver, Jimmy has helped thousands of Jewish families during times most vulnerable. His passion for New Haven is expressed every day through his work with those in mourning. “My work, what I do, is who and what I am. I’ve never been able to separate my professional life from my personal life. One cannot turn on and turn off one’s heart. Nor should I have tried. What I hope, though, is that my children now understand why I was out when most dads were at home. What I know is that they hold dear the concept of Tikkun Olam, and for that, I am most grateful.

Jimmy’s unwavering friendship impacts our community in myriad ways every day. If you ask Jimmy why his involvement with The Towers is so important he’ll tell you, “The Towers is getting it right. It is the agency that is actually adding quality years to people’s lives. We have a moral, ethical, and loving obligation to our seniors. The blessings we enjoy today are a result of their toil and sacrifices.”

There is no better name to adorn The Towers Synagogue than Jimmy’s. Jimmy leads and lives by his values. According to



Jimmy Shure

him, “Those who can, must!” His volunteer work and lay leadership involvement across the community comes from a genuine desire to inspire those around him to want to do “something” to help, no matter how big or small. Gustave Keach-Longo, CEO/President of The Towers praised Jimmy for his skill and dedication, “Jimmy knows how to bring comfort during those most tender moments of our lives. Adorning The Towers’ most spiritual space with the Shure name feels perfect. We are grateful for his lifelong involvement with us.” Towers Board Chair, Jacqueline Koral, remembered, “In the course of two and half years, I lost my mother-in-law, my mother and my husband. Without Jimmy, I don’t know how I would have ever gotten through these life-shattering events. His kindness and thoughtfulness took care of

everything and comforted me in my grief.”

After completing his Master’s work, Jimmy began studies at the American Academy-McAllister Institute of Mortuary Science in New York. Upon graduation with high honors, he completed his two year apprenticeship and has been in charge of the day to day operations of the Robert E. Shure Funeral Home ever since.

Jimmy has always been involved in community activities. He thoroughly enjoys the work necessary to keep non-for-profit agencies vital and strong to make sure they have the funds necessary to do the jobs our community rely on.

Congregation B’nai Jacob’s Rabbi Rona Shapiro reflected on Jimmy, “Jimmy Shure is a New Haven treasure! There are few people who are so dedicated to their work and to our community, who give so generously of themselves to others and to upholding our institutions, and who have done so much for so many. I am blessed every day to call Jimmy Shure my colleague and friend.”

We invite you to join us at our naming ceremony on Sunday, September 13th from 2:00 – 3:30 at The Towers Synagogue. RSVP to Jennifer Bayer, Director of Development and Community Relations, at 203-772-1816, ext. 290 or [jennifer@towerlane.org](mailto:jennifer@towerlane.org).

### Passover Community Seder At The Towers at Tower Lane



Join our residents, your loved ones and friends for our community Seders, **Wednesday, April 8, 2020** and **Thursday, April 9, 2020** - 5:30 pm

\$22.00 per person for guests • \$18.00 for residents not on the dinner plan • \$14.00 for children under 12 years of age

For information regarding menu, please call Nicole Merritt at (203) 772-1816, ext. 180, or [nicole@towerlane.org](mailto:nicole@towerlane.org)

Kosher for Passover Observed