

Harborside Healthcare Is Proud to Be Part of a Truly MOO-ving Experience...

CowParade Boston 2006



Please visit the Harborside-sponsored cow (below) at Faneuil Hall through September 5.



Artist: Lynn Furick

What does a rhinestone-embellished cow have to do with nursing homes? It's all about caring. Caring for our residents, patients, and their families. Caring for the communities we serve. And through our CowParade sponsorship, caring for the Jimmy Fund of Dana-Farber Cancer Institute, and its fight against cancer.

Harborside Healthcare is a nationally known and well-respected nursing, rehabilitation, and long-term care company headquartered in Boston. For almost 20 years, our 8,000-plus employees in 63 owned, managed, and affiliated facilities have been providing a wide range of quality care and services to our friends and neighbors in 10 states. We are also a founding member of the Alliance for Quality Nursing Home Care, a consortium of about 15 of the largest and most influential long-term care companies, dedicated to transforming our profession.

Dana-Farber enjoys its own national reputation as New England's premier, comprehensive cancer center. For nearly 60 years, the scientific discoveries and compassionate care of Dana-Farber's

dedicated clinicians and researchers have immeasurably advanced the field of cancer treatment. Through the generosity of hundreds of thousands of Jimmy Fund supporters, Dana-Farber has helped increase survival rates for cancer patients worldwide.

CowParade is the world's largest public art event. Since 1999, it has been staged in over 30 cities worldwide. It's an interactive event in which local artists are chosen to decorate life-size, fiberglass cows. CowParade takes art out of the "moo-seum" and puts it on the streets of host cities, accessible to everyone. At the close of the exhibit, the cows will be auctioned off to benefit the Jimmy Fund. How fitting that Boston, whose parks and streets began as cow paths and pastures, is a 2006 host city.

THIS JUNE through September 5, come see our cow and almost 200 others "grazing" in Boston's parks and on our streets—and join us in supporting the important work of Dana-Farber and the Jimmy Fund. It's sure to be a once-in-a-lifetime, "udderly" unique experience!



Committed to
Caring for You