

## Rosenthal Memorial Chapel established

PLEASANTVILLE, NY— Michael L. Rosenthal, principal of **Rosenthal Memorial Chapel**, announced that he has established a private, Jewish-owned and operated funeral home in response to the need for an alternative to corporate-owned funeral homes.

The Department of Consumer Affairs conducted an investigation that found that consolidation among corporate-owned funeral homes has led to higher prices at those homes. The report also said that “there are many other trends in this changing industry that are making funeral planning increasingly difficult for consumers.”

According to the New York State Department of Health, a very small percentage of funeral homes in Westchester County are private. The majority are owned by corporations.

Employing a sensitive approach to the individual needs and preferences of families in their time of need, Rosenthal Memorial Chapel serves the Westchester County community with a full range of funeral services.

“My goal is to assist the client families and serve as a resource for them in their time of need. I want to ensure that families have options when it comes to making funeral arrangements. It is my hope that the personal approach I take to working with families and conducting funeral arrangements will make the grieving process more comfortable for them and help them make the right decisions,” Rosenthal said.

An expert in Jewish burial customs and traditions and a variety of other funeral-related issues, Mr. Rosenthal brings more than 12 years of experience to his organization.

Prior to establishing Rosenthal Memorial Chapel, he served in various positions at funeral conglomerate Service Corporation International locations around New York State. He was manager at **Hellman Memorial Chapel**, Spring Valley, NY; manager at **Hellman-Garlick Memorial Cha-**



**Michael L. Rosenthal**

**pel**, Briarcliff Manor, NY, which he established in 2001; and manager at **Garlick Funeral Home**, Bronx, NY. He was also Assistant Manager at **Riverside Memorial Chapel**, Mount Vernon, NY.

A graduate of *SUNY/Hudson Valley Community College*, Mr. Rosenthal holds an Associates of Applied Mortuary Science. He lives in Hartsdale, NY.

Rosenthal Memorial Chapel is located at 117 Washington Ave., Pleasantville, NY 10570. For additional information, visit [www.rosenthalmemorial.com](http://www.rosenthalmemorial.com), email [michael@rosenthalmemorial.com](mailto:michael@rosenthalmemorial.com) or call (914)773-0030.