



For Immediate Release

Israelfest Goes Virtual with Live Programming from Around the World

The day-long celebration includes an Israeli dance party with Matisyahu

East Hills, NY, April 23, 2020 – On Wednesday, April 29, the celebration of Israel's birthday, Yom Ha'Atzmaut, will be going virtual for the first time. [Sid Jacobson JCC](#) and partners UJA-Federation of New York, JCC Association of North America, and The Jewish Agency For Israel invite members of the community to join along in the [Israelfest](#) celebrations happening across the world in honor of Israel's birthday.

"This year's celebration will be like no other. Going virtual gives us the opportunity of sharing the celebration with all of our communities and far beyond that," says Gili Dvash, Director, Randie Waldbaum Malinsky Center for Israel. "Thanks to the committee of dedicated partners, synagogues, JCCs, UJA-Federation of New York, Jewish Federations of North America, and The Jewish Agency For Israel, not only are we able to still have Israelfest, but it will be better than we could have imagined!"

The day-long celebration of live programming will begin at 11:30am with a global online Israeli quiz presented by Etgar, followed by "A Taste of Israeli Flavor and Aroma" with chefs and bloggers from around the world, presented by Vibe Israel at 12pm. Starting at 1pm, JCC Association of North America, JCC Global, and Maccabi present "72 Heartbeats in a Minute," a program dedicated to Israeli sports. The party portion of the day kicks off at 2pm with a celebration with Jewish Federations of North America and concludes at 3pm when The Jewish Agency for Israel presents an Israeli Dance Party with musical artist Matisyahu and special guests.

SJJCC's Randie Waldbaum Malinsky Center for Israel Facebook page will be the only streaming site on Long Island for the day's events. To view the programs via the exclusive partner, visit facebook.com/rwmcenterforisrael and like the page.

To view the day's schedule or to learn more about Israelfest along with its sponsors and partners, visit sjcc.org/israelfest or contact Gili Dvash, Director, Randie Waldbaum Malinsky Center for Israel, at gdvash@sjcc.org.

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About Sid Jacobson JCC

Sid Jacobson JCC (sjcc.org) in East Hills provides a full range of cutting-edge recreational, health, fitness, educational, cultural arts and social service programs. SJJCC promotes Jewish identity and provides a comprehensive program based on Jewish values, traditions, heritage, and culture, and is committed to enriching the lives of all individuals and families in its community. SJJCC embraces all individuals and families, and values diversity. See community differently, "Like" the JCC on Facebook (facebook.com/sidjacobsonjcc).

Sid Jacobson JCC is a beneficiary agency of the UJA Federation of New York.

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