

EL AL'S UNIQUE AND SPECIAL TOUR PROGRAM TO JERUSALEM STARTS MAY 17

EL AL Israel Airlines announced what was called "a very unique and very special" tour program to Jerusalem. Called "O Jerusalem!" the nine-day and two-week packages will begin weekly departures from New York on May 17, according to Amos Turin, the carrier's Senior Vice President for North and Central America.

Mr. Turin predicted that the program will "create excitement throughout the trade, and, more important, we feel it will generate much enthusiasm in the marketplace, with the traveling public."

Zev Melamid, President of Tower Travel, who presented details of the package at the Press Conference,



EHUD BRAUNFELD, LEFT, EL AL DISTRICT MANAGER IN L. A., WITH JERUSALEM'S MAYOR TEDDY KOLLEK, DISCUSSING "O JERUSALEM" TOUR PROGRAM.

called it "an opportunity for the tourist to expand his horizons to walk where few have walked

before, to learn about his people, his heritage, and maybe to learn a little about himself."

What precipitated these accolades is a package that offers a heady mixture of scholarship and people-to-people exchanges. According to Melamid, "O Jerusalem!" participants will be able to visit sites "still closed to the general public," including the new excavations by the Western Wall, as well as several ancient synagogues.

Jerusalem Mayor, Teddy Kollek has personally recorded a number of radio messages, and has agreed to hold a reception for each group of tour participants.

"O Jerusalem!" tourists will also hear lecturers from university professors expert in such fields

as archeology and history so that, in the words of Melamid, when they get to a site, "they won't only see, they'll understand."

Another feature of the O Jerusalem! program is that in the evening the party will split up into small two and three couple groups to eat dinner with members of various ethnic groups that make up the City's mix.

Finally, all the tour guides used in this program have received special training from Zev Vilnay, professor of history at Hebrew University, author of the definitive Israel Guide and widely considered a leading authority on Jerusalem.

The 9-day package departs on Mondays. It will cost between \$925 and \$1195. The two-week tour will cost from \$1095 and \$1275. It departs on Wednesdays. Hilton and Plaza Hotels are used in both.

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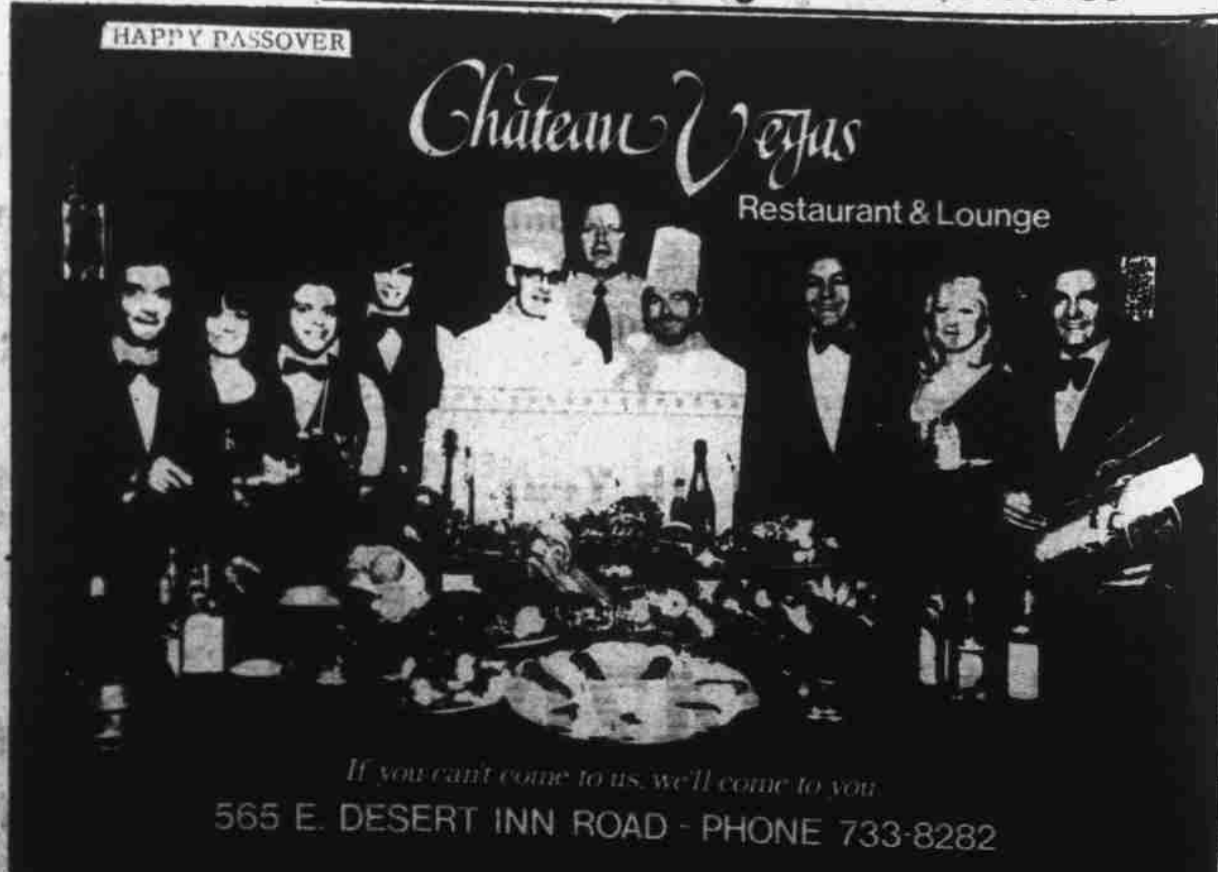
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