

25,000 To Attend JNF Dinners In 1984

NEW YORK, N.Y. — For the first time in its 83 year history, the Jewish National Fund will this year sponsor 49 fund-raising dinners in 40 communities throughout the United States, with an estimated attendance of 25,000, and an array of honorees that include six Governors, eight Mayors, three United States Senators, three Congressmen and twelve nationally prominent corporate executives, according to Dr. Samuel I. Cohen, the JNF's Executive Vice President.

Those being honored this year at JNF dinners include Governors Bruce Babbitt of Arizona; Richard Celeste of Ohio; Richard Riley of South Carolina; Rudy Perpich of Minnesota; Bob Graham of Florida; and James Blanchard of Michigan. The three United States Senators being honored this year are Robert C. Byrd, West Virginia; Daniel K. Inouye, Hawaii; and Lowell Weicker, Connecticut. Fifteen trade and industry dinners are also being organized for the JNF this year.

Among corporate executives honored this year by the JNF are Harold Schwartz, Chairman of the Board, Hanover House; Herman Russel, a construction executive of Atlanta, Georgia; Meyer Falchok, President, C-Town Supermarkets; and Harry J. Gray, Chairman, United Technologies.

In addition to the 49 dinners scheduled for 1984, 16 have already been scheduled for 1985 with the expectation that the total in 1985 will exceed 60 — the largest ever in the history of the JNF.

Dr. Cohen said, "The magnitude of the dinner program is a new and important dimension for the JNF which also serves as a major informational vehicle for Israel." He explained, "with an average attendance of 500, some 25,000 people in all will attend JNF dinners in 1984. At least 50% of the representatives of various corporations at these dinners are non-Jewish. At some JNF trade and industry dinners, as many as 75% of the guests are not Jewish. Post-dinner questionnaires and evaluations have revealed that most of these people have not visited Israel and have not as yet contributed to causes in behalf of Israel." Dr. Cohen said the growing number of community and corporate JNF dinners serves a dual purpose. "In addition to raising urgently-needed funds for JNF's vital afforestation and land-reclamation projects in Israel, they are raising a consciousness and concern for Israel's needs in important sectors of American public and corporate life."

Applying the same yardstick to the JNF's recently developed direct-mail solicitation campaigns, Dr. Cohen pointed out that the JNF has now netted over a million dollars as a result of a dozen different mailings covering a three-and-a-half year period, and as an equally important achievement, four million pieces of mail have gone directly into one million Jewish homes, carrying the JNF message and making the case for supporting Israel. A special pre-Rosh Hashanah mailing to 1,000,000 people is now in the mail.

"Throughout its 83 year history, the JNF has always taken great pride in its educational achievements in this country, as well as in its achievements in Israel," Dr. Cohen said. "Through the time-honored 'JNF Blue-Box' (known to many as the 'JNF Pushkah'), and the widespread custom of 'planting' a tree in Israel in honor of a parent, loved one or a special occasion, the JNF has always been regarded as the peoples' fund, the fund-raising drive for Israel that had a special emotional appeal to the masses. Thanks to

radio, television, computers and direct-mail, and the increasing number of community and corporate dinners, the JNF is once again appealing to, and receiving mass support from throughout the country," he said.

Funds raised by the JNF in this country are for the purpose of afforestation and land-reclamation in Israel. To date, the JNF has planted 160 million trees, established 166,000 acres of planted forests, prepared sites for 800 rural villages, prepared 3,125 miles of roads, and completed the drainage of 137,000 acres. There are 280 full-fledged forests in Israel today as a result of JNF efforts over the years, and 110 recreation and picnic sites. During the 1980's, over 5,000 acres of forests are established annually, and 5,000 trees are planted each year.

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Better Retirement Living, Cooper pointed out, will assume responsibility for every detail of the move and provide housing in several hotel chains (including Dan and Shulamit Gardens) in Tel Aviv, Netanya, Caesarea, Ashkelon and Eilat and kibbutz guest houses throughout the country. If they desire, retirees will have the option of switching from one location to another.

The package, including all hotel services and full meal plan plus entertainment and medical and health insurance arrangements, will cost from \$1,000 per person, per month, single occupancy and \$1,750 for two people sharing a room. A registration fee of \$300 is refundable after one year in Israel.

For further information contact: Better Retirement Living, Dept. JA, 417 E. 57th St., Suite 16A, New York, N.Y. 10022 (212) 759-8177.

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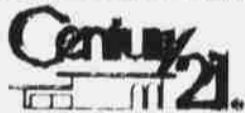
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