



## **Jewish Agency Seeks to Reengage 1 Million Israelis Living Abroad**

*New Website and Social Media Initiatives Launched through P2K*

**Scotch Plains, NJ, January 7, 2010** - Partnership 2000 (P2K), the Jewish Agency's program that engages Jews and communities in Israel with those in the United States, is launching a new initiative to connect Israelis living abroad with Israel, the communities in which they now reside, and with each other. This new "on-line" community was developed by Iris Toledano, a Jewish Agency Partnership Director and native-born Israeli who returned to Israel two years ago, after living in North America for more than a decade.

An estimated 1 million Israelis live abroad and many do not maintain a strong connection with Israel or their local Jewish community. Many Federations have reached out to this group with mixed results. There is evidence however, of a growing number of Israelis, who are now connecting to Jewish "networks" in an effort to be connected to "something" Jewish.

Reaching out to Israelis is a top priority of International Partnership 2000. Co-Chair Raya Strauss Ben-Dror is focusing tremendous efforts on reaching this population and when visiting overseas communities, she encourages Israelis to get involved in their local federations and Jewish communities.

A unique social network has been established through one of the strongest online platforms in Israel – **The Ha'aretz Group – TheMarker Café**, to connect Israelis living abroad. This online community offers support, consultation, exchange of ideas and experiences, networking, and access to resources in Israel and abroad, all aimed at bringing Israelis closer to Israel, their local Jewish community and themselves.

To enroll on the site, click on <http://sso.themarker.com/sso/register.html?site=30&returnTo=%2F> (in Hebrew only). Once enrolled to The Marker Café, click on Community of Israelis Around the World: <http://cafe.themarker.com/view.php?u=334843>.

To learn more about this new online community, contact Amy Cooper at the Jewish Federation of Central New Jersey, [acooper@jfedcni.org](mailto:acooper@jfedcni.org) or visit Federation's website at [www.jewishjerseycentral.org](http://www.jewishjerseycentral.org).

