

YALDEINU ANNOUNCES FIRST JEWISH INTERNATIONAL SUMMER CAMPING EXCHANGE PROGRAM

TORONTO – June 18, 2008 – Yaldeinu, a new charitable organization dedicated to providing formal and informal Jewish education to children in Israel and the developing world recently announced its first summer camping exchange program.

The July-August program will see 9 children – 5 from Sderot, Israel and 4 from San Salvador, El Salvador – travel to Ontario for a 3 week overnight session at Camp Gesher.

“We chose these communities for very specific reasons” said Michael Ettetdgui, founder of Yaldeinu. “The children of Sderot have suffered from daily rocket attacks for years, in fact, for many of them, life in constant fear is the only existence they know. Our experience and professional contacts on the ground lead us to believe that a summer vacation in Ontario will not only do wonders for them, but provide an important experiential learning opportunity for the Jewish children of Toronto.” The Sderot program is being carried out in partnership with the International Christian Embassy of Jerusalem (ICEJ) and the One Family Fund – both in Canada and Israel.

“We chose El Salvador because that is a country with only a few dozen Jewish children and for many of them, this will be their first meaningful, Jewish experience. This program clearly reflects our mandate of creating an international network of Jewish children that embodies knowledge of each other and charity,” said Ettetdgui.

This cost of this inaugural summer campaign exceeded \$20,000 and was a grassroots effort funded by private donors, canvassers, community events, Yaldeinu and the ICEJ.

-30-

About Yaldeinu

Yaldeinu (Our Children) is a grassroots charitable organization dedicated to preserving the traditions and ideals of Judaism by providing formal and informal education to a myriad of Jewish children in various parts of the world. Headquartered in Toronto, Canada, Yaldeinu’s activities are divided into two categories: Jewish day school education and Jewish camping.

With a strong sense of Zionism fuelling Yaldeinu’s mandate, the organization raises funds for distribution in the form of scholarships and camperships. www.yaldeinu.org

Contact:

Yaldeinu Media Dept – pettedgui@yaldeinu.org or (905) 482-3374.