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FOR IMMEDIATE RELEASE

## KLEIN SENIORS COLLECT FOR ISRAEL

Generosity at the JCC comes in many forms. This time the Klein Branch seniors have chosen their pockets. They are helping the economy in Israel by donating to the Israel Emergency Fund (IEF).

It all started with the Klein Branch Federation Allied Jewish Appeal (FAJA) Representative, Art Hill. Hill's job as representative is to speak to different clubs at the JCC about paying their pledges to the FAJA. Hill said, "When the Israel situation heated up and it became apparent that Israel's economy was suffering, I requested that specific contributions be made to the Israel Emergency Fund because of the critical need for support for Israel."

Klein Branch members responded immediately and the checks began to come in. Checks came in amounts greater than the pledges to the FAJA. "Considering that these checks came primarily from single seniors, I thought the response was surprisingly good." Mr. Hill remarked, "Many people wrote checks as I was addressing their clubs and handed them to me immediately. I even received checks from New York and Florida from people who wanted to be involved."

Klein clubs have also begun to look for other ways to raise money. One club ran a 50-50 with all proceeds going to the IEF. One club member offered to match the funds raised by his club. Some clubs chose to write checks out of their treasuries. The Senior Adult Council of the JCCs of Greater Philadelphia donated one thousand dollars to the fund at this year's Installation Luncheon.

The JCCs Klein Branch contribution to the IEF continues to grow. Amounts raised range from \$5 to \$400 with a total of over \$4,000 to date. Hill believes, "The spirit of giving is truly gratifying." For more information or to make a contribution, contact Jean Settles at 215-698-7300.

The JCCs Klein Branch is a part of the Jewish Community Centers of Greater Philadelphia. The JCCs of Greater Philadelphia is a constituent agency of the Jewish Federation of Greater Philadelphia and the United Way of Southeastern Pennsylvania.

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