



MACCABI USA ANNOUNCES NEW PARTNERSHIP WITH THE JEWISH NATIONAL FUND-USA'S BORUCHIN CENTER FOR THE 21ST MACCABIAH GAMES

Philadelphia, PA, October 18, 2021 - Maccabi USA has announced a new partnership with Jewish National Fund USA's (JNF-USA) Boruchin Center to enhance the Israel Connect experience for the 2022 Maccabiah. Working together, Maccabi USA will bring its under-18 athletes to JNF-USA supported sites in Israel and expose them to additional opportunities to connect with the Jewish land and people.

"We are looking forward to building a stronger relationship with the JNF-USA Boruchin Center," said Maccabi USA CEO, Marshall Einhorn. "Our missions complement each other so well and next year's Maccabiah is the perfect opportunity to start working together to build a stronger connection between young American Jews and Israel."

The Maccabiah, often referred to as the "Jewish Olympics," convenes 10,000 Jewish athletes in Israel from 80 countries. Featuring four age groups with athletes from 14 to 85, it is one of the world's largest multi-sport competitions. The event will take place from July 12-26, 2022, in the four hub cities of Haifa, Jerusalem, Netanya, and Tel Aviv.

JNF-USA's Boruchin Center Chairman, Mike Lederman added: "Sport plays such an important role in our community. Lifelong friendships and connections are made through organizations like Maccabi USA and we are delighted to play a leading role in connecting their participants to the land and people of Israel. Now, more than ever, it's important that we nurture the next generation of our community's leaders, and in partnering with Maccabi, their movement will help us achieve this historic mission."

With the new partnership, JNF-USA's Boruchin Center has awarded a \$250,000 grant to Maccabi USA's Israel Connect (IC) program. IC is a social-educational experience consisting of one week of travel, activities, and discussions about Jews, Judaism, and Israel prior to the start of the Maccabiah. The athletes then have two weeks of self-directed exploration in between competitions with the support of Maccabi USA and JNF-USA educators.

"While sports are what get many young Jews to take their first step into the Jewish world, they really provide a unique opportunity for ongoing Jewish and Israel engagement," said Maccabi USA President, Jeff Bukantz. "I've always believed in the missions of both our organizations and look forward to working with JNF-USA to craft an experience that will not only be memorable, but impactful for this next generation of young adult Jews."

About the organizations:

Maccabi USA

Maccabi USA is a 501(c)(3) non-profit organization that uses sports to build Jewish pride, identity, community, and connection to Israel. It is the official sponsor of the United States delegation to the

Maccabiah and Maccabi Youth Games in Israel, and the Pan-American and European Maccabi Games hosted in rotating countries every four years.

Maccabi USA develops, promotes and supports international, national and regional athletic-based activities and facilities. It strives to provide Jewish athletes all over the world the opportunity to share their heritage and customs in competitive athletic settings. The organization supports programs that embody the Maccabi ideals of Jewish pride, continuity, Zionism, and excellence in sport.

Maccabi USA is a US Olympic and Paralympic Committee (USOPC) Affiliate Organization. The organization is one of only 38 Affiliates nationwide to be recognized by the USOPC for its ability to cultivate a national interest in sport and increase opportunities for participation internationally, nationally, and at the grassroots level.

For more information about Maccabi USA, please contact Danny Sirdofsky, Development Manager, at dsirdofsky@maccabiusa.com, or 215.561.6900 x 4150.

Jewish National Fund-USA

JNF-USA is the leading philanthropic organization for Israel that supports critical environmental and nation building activities in Israel's north and south. Through its One Billion Dollar Roadmap for the Next Decade, JNF-USA is developing new communities in the Galilee and Negev, connecting the next generation to Israel, and creating infrastructure and programs that support ecology, individuals with special needs, and heritage site preservation.

For more information about JNF-USA's Boruchin Center, contact Abigail Levis, Director, Grants and Foundations, and JNF-USA's Boruchin Center at aleviss@jnf.org or 203.692.4643 x 951.