



**JEWISH
NATIONAL
FUND**

Your Voice in Israel

PRESS RELEASE

JEWISH NATIONAL FUND FORMS PARTNERSHIP WITH NATIONAL JEWISH MEMORIAL WALL

January 8, 2012 -
Rockville Centre, NY -
Jewish National Fund (JNF) has partnered with National Jewish Memorial Wall (NJMW) to give people the opportunity to plant a tree in Israel to memorialize their family, friends, or loved ones.

**NATIONAL JEWISH
MEMORIAL WALL** ✨ NJMW.org

At njmw.org, members can create a memorial plaque online as well as set reminders for Yahrzeit. Through the new partnership with JNF, a Plant-A-Tree option has been added where people can plant commemorative trees in Israel with JNF.

Memorial plaques placed on the walls of synagogues serve as touchstones for the bereaved. NJMW takes those plaques to the next level by allowing people to create them online, as well as write tributes to their loved ones and post pictures.

"I created the fee-based website in part to help bring together family members who live in different parts of the world," said Michael Schimmel, founder and CEO of NJMW.

Now, members will also be able to participate in the time-honored tradition of planting trees in Israel with JNF in memory of loved ones. For each tree planted, a beautiful certificate is sent to the recipient with a personalized message.

"JNF strives to provide new and exciting services for our donors," said Amanda Levine, JNF Products Manager. "Creating online memorial plaques and setting up Yahrzeit reminders are two things we are thrilled to be able to offer our donors who memorialize loved ones with the longstanding tradition of planting trees in Israel."

JEWISH NATIONAL FUND (JNF) began in 1901 as a dream and vision to reestablish a homeland in Israel for Jewish people everywhere. Jews the world over collected coins in iconic JNF Blue Boxes, purchasing land and planting trees until ultimately, their dream of a Jewish homeland was a reality. JNF gives all generations of Jews a unique voice in building a prosperous future for the land of Israel and its people.

JNF embodies both heart and action; our work is varied in scope but singular in benefit. We strive to bring an enhanced quality of life to all of Israel's residents, and translate these advancements to

the world beyond. JNF is greening the desert with millions of trees, building thousands of parks, creating new communities and cities for generations of Israelis to call home, bolstering Israel's water supply, helping develop innovative arid-agriculture techniques, and educating both young and old about the founding and importance of Israel and Zionism.

JNF is a registered 501(c)(3) organization and United Nations NGO, which continuously earns top ratings from charity overseers.



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