

JEWISH NATIONAL FUND ANNOUNCES WEB APPLICATION TO REMEMBER LOVED ONES

Partnership with National Jewish Memorial Wall Allows Donors to Receive Free Yahrzeit & Option to Create Online Name Plaque

New York, NY: April 2, 2014 - Jewish National Fund (JNF) recently launched new online services to memorialize loved ones and preserve family memories.

In partnership with National Jewish Memorial Wall (www.NJMW.org), JNF has created easy to use online applications enabling adherence to the traditional ritual of remembering a loved one's passing by receiving a free Yahrzeit reminder. National Jewish Memorial Wall also offers an affordable way to commemorate a loved one by adding their name on a plaque to an online Memorial Wall.

"A significant number of our donors have already taken advantage of our new services by signing up for complimentary Yahrzeit reminders," said Isaac Heger, director of community campaign at JNF. "It takes less than five minutes to set the reminder up, and it is a simple way to remember our departed loved ones."

Traditionally, on Yahrzeit (anniversary of death) and Yizkor (a traditional mourning service) dates, the names of loved ones are remembered by family members. By signing up on www.jnf.org, visitors will receive a complimentary Yahrzeit email reminder for both the English and Hebrew dates of passing. Donors can choose to receive the reminder a few days prior to the Yahrzeit, along with a copy of the Mourner's Kaddish, a prayer read to honor the deceased.

It is also a widely observed Jewish tradition to commemorate the eternal memory of loved ones in a synagogue by adding a 'Name Plaque' to the wall for perpetuity. By establishing a *Plaque and Memory Page* at National Jewish Memorial Wall, the tradition can now be shared along with memories, and also serves to connect mourners with family, friends, and community both near and far.

About National Jewish Memorial Wall

National Jewish Memorial Wall focuses on bringing modern methods to traditional Jewish rituals. NJMW.org is a fusion of today's digital photo sharing and family history preserving websites. It is a widely observed Jewish tradition to commemorate the passing of a relative or loved one on the walls within a synagogue. We recognize that families and friends live all over the world and may not belong to a synagogue, which can make the commemoration process difficult. NJMW.org offers a destination where friends and family can gather in one place, help users record their family story and respectfully celebrate the lives of the ones no longer with us.

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.