



# CONNECT

THE ZF MAGAZINE | ISSUE NUMBER 3 | FEBRUARY 2015

**ALIYAH  
STORY**  
WHAT TO  
EXPECT

**ISRAELI  
WINE ROUTE**  
5 BOUTIQUE  
WINERIES TO VISIT

**PRESENTATION  
TIPS** FOR ISRAEL  
ADVOCACY

**INTERVIEW WITH  
SARIT HADAD**

STARRING AT ISRAEL'S 67TH BIRTHDAY



# CONNECT

THE ZF MAGAZINE | ISSUE NUMBER 3 | FEBRUARY 2015

## ADVOCACY

4 - 6 Presentation tips for Israel advocacy



## TRAVEL

7 - 9 Israeli wine route 5 boutique wineries to visit



## COVER STORY

10 - 11 Interview with Sarit Hadad starring at Israel's 67th birthday



## ALIYAH

14-15 What to expect when you make Aliyah



## ZFUK

t 020 8202 0202 e Office@zfuk.org www.zionist.org.uk

@ZionistFed f ZF UK

Designed and edited by Amit Fraser and Chris Lawes

### From The Editor

Welcome to the latest issue of Connect magazine, as we start what we hope will be a very successful New Year, both for us and for Israel. There's no doubt that, following Operation Protective Edge last summer, the need for grassroots activism is greater than ever before. The explosion of anti-Israel hostility, with thousands marching on the streets against the Jewish state, was a shocking reminder of just how common misperceptions about the Middle East are.

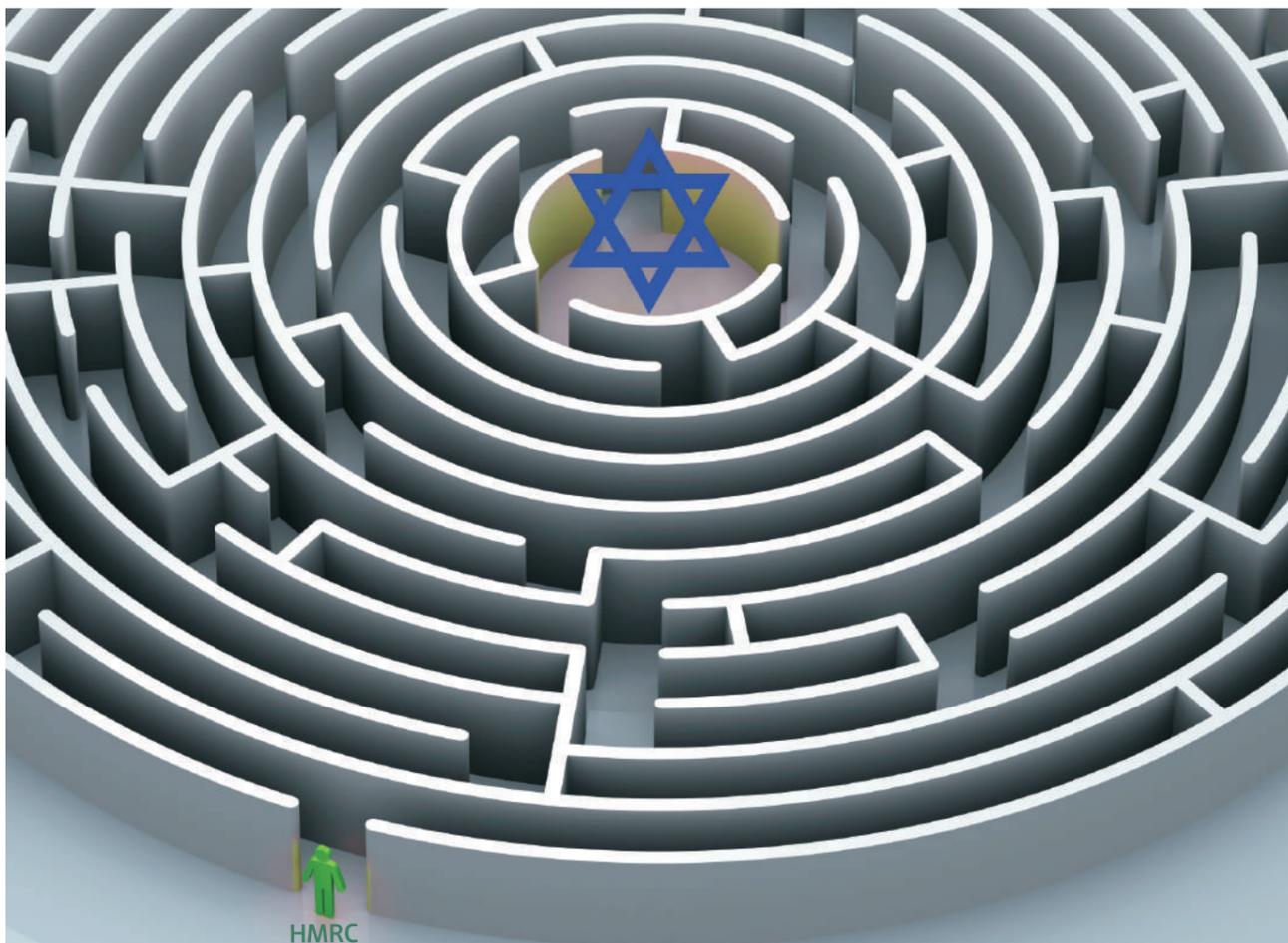
The hypocritical anger directed towards a fellow democracy that was defending herself from fundamentalist terrorists has spilled over from simply being a bizarre opinion to a legitimate threat to Jewish security in the UK. There is no doubt that the continuous demonization of Israel is linked to the rise in anti-semitism. Advocating for Israel has, therefore, become a necessity for the community. Connect magazine is one of the ways we hope we can continue to build a national grassroots network of activists and advocates, by reaching out and showcasing some of our work.

In this issue, our cover story is an interview with Sarit Hadad, who will be the headlining act at our upcoming Yom Ha'atzmaut concert. Every year we mark Israel's birthday, and it's especially important at this time to proudly celebrate the re-birth of our national home land.

Of course, the ultimate expression of love for Israel is making the move to live there. We have a charming and honest account of what it's like to make Aliyah. And we're always looking for interesting aspects that show the country in a new light - so in this issue we have a look at Israel's wineries.

Last but not least, we have a piece on presentation skills when advocating for Israel - so that we can share our support in the most effective way. We hope you enjoy the magazine, I thank all those who put this magazine together especially Chris and Amit.

Alan Aziz  
ZF UK Director



HMRC

**They are getting closer !**

**Disclose now or potentially expose yourself to high penalties and even prosecution.**

**We are experts in managing disclosures to HMRC via an LDF or other suitable routes and will remove the stress and worry you are now feeling.**

**cameron  
baum**

chartered accountants  
business & tax advisers

[www.cameronbaum.co.uk](http://www.cameronbaum.co.uk)

Partners: Daniel Baum & Geoffrey Hollander

88 Crawford Street London W1H 2EJ  
Tel 020 7724 8824 Fax 020 7724 8825



# Top 10 Presentation Tips for Israel Advocacy

BY LINDA LOVITCH

**T**he comedian Jerry Seinfeld jokes that the fear of public speaking is the number one fear in the world. Number two is death. That means at a funeral, you would rather be the person in the coffin than the one giving the eulogy.

Nonetheless if you have a few techniques, learn how to organise your presentation, and practise, practise, practise, you will be able to speak in front of people with confidence and clarity.

## Here are my top 10 tips for organising a presentation

1. Clarify your message/goal. What are the top one or two points you want your audience to remember? People don't really remember more than the basic two messages.
2. Know your audience. You must provide the WIIFM - What's In It For Me - for your audience. Speak to their needs or interests, or why should they listen to you? Have they been to Israel before? Are they interested in politics, religion, technology, investments, culture, shopping, sports, food or nightlife? To convey your message, you must be able to relate to their needs or interests.
3. Use personal stories - people remember personal stories much better than numbers or statistics. If you've been to Israel, tell them what you have seen or about people you have met in order to make your point. If you want to explain the situation in the south of Israel,

for example, tell the story of the residents of Sderot who have 15 seconds to reach a shelter when they hear a warning siren.

4. For your intro, you must wow people - grab their attention! Start right in with a provocative or interesting story, statement, question, video or photo. People give you a minute to decide whether or not to continue listening to you. You must make the most out of your first minute. Use your opening to convey your message. If your message is: Israel invests a great deal in humanitarian efforts for the Palestinians, use an emotive story about Palestinian children who receive chemotherapy in Israeli hospitals, for example.
5. Have a clear beginning, middle and end. People remember the beginning and end more than the middle, so your message must be conveyed in the beginning and reiterated at the end. The middle or body of your presentation should support the message conveyed in the intro.



**“Be aware of body language. People remember more how you say something than what you actually say”**  
Linda Lovitch

6. Surprise people with info they may not know. Many people outside of Israel do not know that it is a democracy, with Israeli Arabs represented in all walks of society, or that it is decidedly modern - Tel Aviv's clubs are recommended as some of the best in the world. Never underestimate the fact that information that seems common sense to you is eye-opening to others.
7. Be aware of body language. People remember more how you say something than what you actually say, so you must convey confidence through your body language. Using hands to gesture and having a smile on your face actually affects your voice - it makes it freer, your intonation more varied. You should maintain eye contact with the entire audience, not just one side of the room. Try to stand comfortably with your feet planted in the centre the width of your hips. This conveys confidence, that you are centred. You can move

- from place to place, finding your “middle” each time. Speak slowly and clearly. Pause between sentences to allow the audience to absorb what you have said.
8. Add PowerPoint only after you have structured your presentation. Use it for visuals, films, photos, phrases that you want people to remember. PowerPoint should not have long sentences or paragraphs.
9. Practise, practise, practise. Practise your presentation out loud. That way, you will know how much time it actually takes. You will also see if the topics flow from one to another or if something is not conveyed clearly.
10. Try to evaluate your performance after your presentation - what was good, what can be improved? Public speaking, like any skill, requires technique, practice, and evaluation. It is a process. The more you do it, the better you become!

# Israeli Wine Route 5 Boutiques to Visit

BY GAVIN GROSS

**W**inemaking in Israel goes back thousands of years, and today there are over 300 wineries operating in the country, from the Golan Heights and the Galilee all the way down to the Negev Desert. Visiting them is a fun way to experience Israel, so here are five suggestions, all kosher, but please call beforehand to check opening and tasting times.

## **Matar Winery by Pelter, Kibbutz Ein Zivan, Golan Heights**

Tel: +972 (0)528 666 384 Web: [www.pelterwinery.com](http://www.pelterwinery.com)

Brothers Tal and Nir Pelter, who produce highly regarded, non-kosher wines under the Pelter label, established an adjacent winery two years ago to make kosher wines under the Matar label. A beautiful drive up the winding road from the Hula Valley onto the Golan plateau takes you to Ein Zivan, where you can taste their excellent Cumulus (2012), a red blend of Cabernet Sauvignon, Merlot and Cabernet Franc, and a delicious white Sauvignon Blanc-Semillon blend (2013), both priced at NIS 95 (£16) per bottle, as well as local goat cheeses made by Tal's wife Einbar.



## **Flam Winery at Kdoshim forest, Eshta'ol Junction, Judean Hills**

Tel: +972 (0)2 992 9923

Web: <http://flamwinery.com/home-eng/>

Flam is another family operation, established in 1998 by Golan and Gilad Flam, whose father Israel Flam was the head winemaker at Carmel for many years, and focuses on producing premium, high-quality wines. Housed in a beautiful Tuscan-style building in the Judean Hills, their entry-level wine is the superb Flam Classico, a blend of Cabernet Sauvignon, Merlot, Cabernet Franc and Petit Verdot (NIS 80, £13). Visits are by appointment only, with a tasting fee of NIS 90 per person (£15), or NIS 130 (£21) including a fine cheese plate and fresh bread.

## **Kadesh Barnea at Ramat Negev Winery, Moshav Kadesh Barnea (Nitzanei Sinai), Negev Desert**

Tel: +972 (0)8 655 5849

Web: <http://eng.rnwinery.co.il/3/Kadesh-Barnea>

They make wine in the Negev Desert? Well, yes they do at this spot on the Israeli-Egyptian border, part of a Negev wine route that includes Sde Boker and Carmey Avdat. Kadesh Barnea, as mentioned in the Bible where the ancient Israelites camped, has improved its quality dramatically in the past few years and makes a good Merlot (2012) and Cabernet Sauvignon (2012), as well as a Negev blend of Cabernet Sauvignon, Shiraz and Cabernet Franc, from around NIS 50 (£8) per bottle.

## **About Linda Lovitch**

Linda Lovitch is a media and communications consultant in Israel. She provides training in Making Effective Presentations, Media Interviewing Techniques and Israel Advocacy. Her clients include the government spokesman, Prime Minister's Office, ambassadors and spokespeople at the Foreign Ministry, high tech executives, non-profit organisations as well as Jewish/Zionist organisations abroad, such as the ZF, Birthright, Masa, ADL, and AIPAC. Linda helps people convey their messages clearly and with confidence.

**If you would like to book her for speaking engagements or training, contact her at [lindalovitch@yahoo.com](mailto:lindalovitch@yahoo.com)  
More information on her website: [lindalovitch.com](http://lindalovitch.com)**



Matar Winery by Pelter  
Kibbutz Ein Zivan  
Golan Heights



**Galil Mountain Kibbutz Yiron, Upper Galilee**

Tel: +972 (0)4 686 8748

Web: <http://www.galilmountain.co.il/English/About>

With a production of over 1 million bottles annually, Galil Mountain is not exactly a boutique winery. This is a joint venture between the extremely successful Golan Heights Winery and Kibbutz Yiron, and is located in a dramatic position in the Upper Galilee right near the Lebanese border. Their modern Visitors Centre offers tours with wine tastings for NIS 20 per person, where you can try their top offerings of Yiron, Avivim and Meron wines under the Galil Elyon label (around NIS 100, £16) and their less expensive Galil Mountain wines, including a delicious pink Rose (NIS 40, £7).

**Mony Winery at Deir Rafat Monastery, Judean Hills near Beit Shemesh**

Tel: +972 (0)2 991 6629

Web: [http://mony-vineyard.co.il/home\\_ENG.html](http://mony-vineyard.co.il/home_ENG.html)

A unique operation, Mony Winery is owned by the Christian Arab Artul family and produces inexpensive

kosher wines on land owned by the adjacent Deir Rafat Monastery near Beit Shemesh. You can taste wines in their shop, from NIS 35 (£6), as well as the Artul family's olive oil and olives, but the best suggestion is to sit outside at the wooden picnic tables and enjoy the products along with amazing views over the vineyards and picturesque Sorek Valley.



**Gavin Gross** is the former Director of Public Affairs at the ZF and now lives in Israel.

# Sarit Hadad Celebrates Israel's Birthday with the ZF

**Sarit Hadad is excited to be celebrating Independence Day with the ZF - as she discusses in this interview:**

**A**fter 22 albums and a career spanning over two decades, Sarit Hadad (36) is still a star of Eastern music and shows no signs of slowing down.

Only recently she was named as the most heard singer in Israel in 2014, and in January this year launched her latest album, titled simply "Sarit Hadad".

Sarit is coming to London to appear as part of the Independence Day celebrations for Israel's 67th birthday, organised by the ZF, and will be performing classic hits alongside her new songs.

## Coming to celebrate

**After so many years are you feeling excited about the show?**

Sure. As soon as I stop getting excited, I won't be able to stand on stage. I get excited every time, from other people and the different energy.

**What else will be in the show?**

I come with my band who have been accompanying me for many years, both in Israel and abroad. They have been like family. In the concert there will be a mix of new and old songs.

Among others, I will sing "When the heart weeps" and "Shma Israel"... I do it with great love and it is really emotional to me. I'm sure it's going to be a happy show, warm and fun.

**What is a successful concert for you?**

When the audience sing, dance, and enjoy

**"I was lucky and I felt at the age of eight that this is what I was going to do all my life"**

**Is the London audience different to the one in Israel?**

For me, the audience is the same everywhere in the world. If my music touches people and makes them happier, then there is no difference.

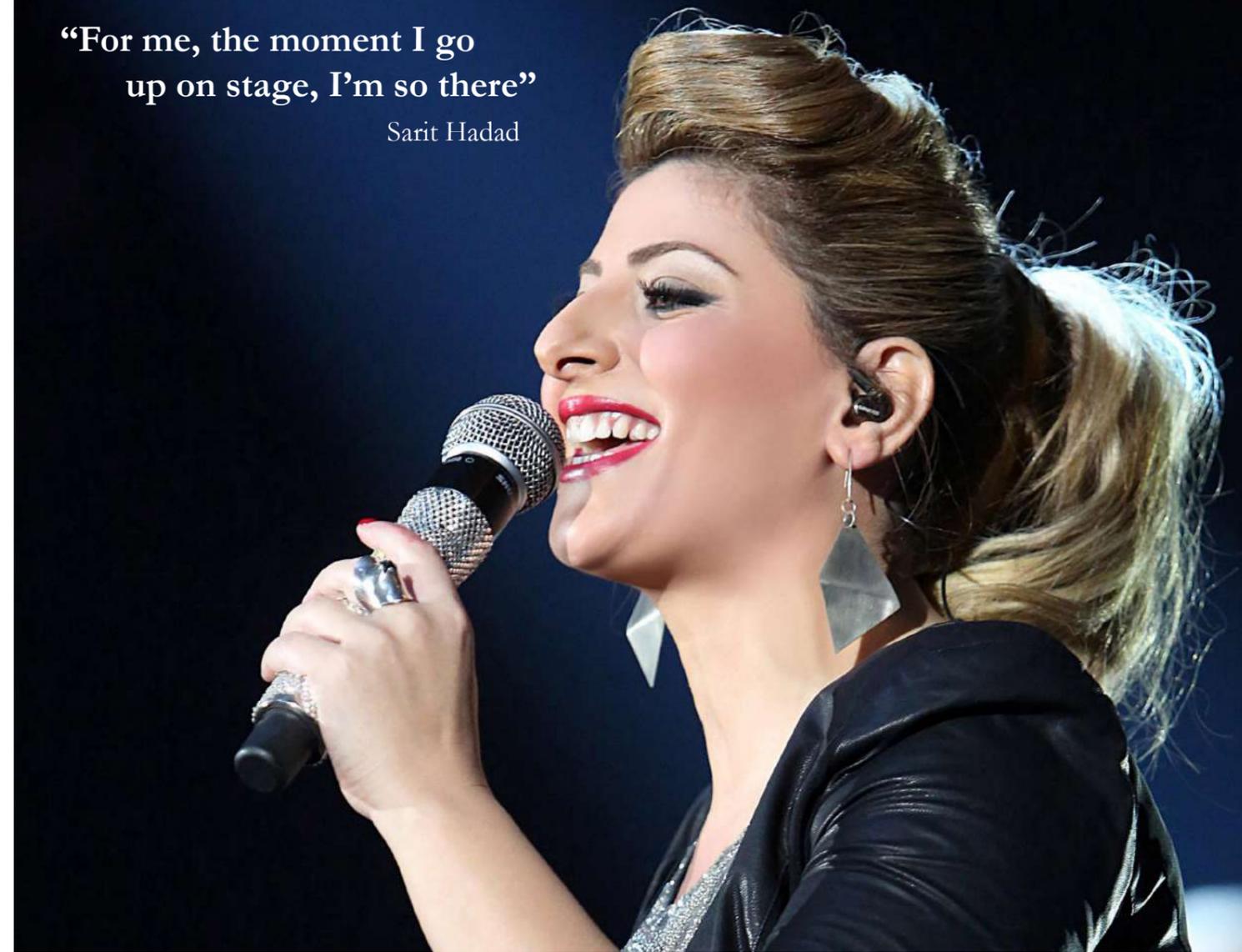
**What do you remember from your previous experiences in London?**

I showed up in London twice: in 2005, and for the 60th Independence Day at Wembley Arena, both times invited by the ZF.

It's fun to come back to London on the occasion of Independence Day. It was so exciting to see a crowd singing and connecting to Israel; everywhere the crowd waved flags, danced and rejoiced. It was a powerful Independence Day celebration. I am very excited to come to London for the celebration this year.

**"For me, the moment I go up on stage, I'm so there"**

Sarit Hadad



## Living the dream

**Do you feel there is a price for success?**

I've already celebrated a 20-year career. I've been on stage more than half my life. Music is a part of me. I have been blessed by God to do something I really like, so I do not feel like I'm giving up anything really.

**What is the secret of your success?**

I think my great love for music. I received a great gift from the Creator of the world and I'm glad I can share my love with everyone. By nature I am happy and optimistic, believe in the good and positive side, I always prefer to see the light at the end of the tunnel. I think it's also because of my connection to faith. For me, the moment I go up on stage, I am so there. This is my destiny. I am living my dream. I was lucky and I felt at the age of eight that is what I was going to do all my life, and then I adjusted everything. It is all talent, but also great faith, hard work, perseverance and diligence. It's not as simple as everyone thinks.

Sarit Hadad appears at the Independence Day celebrations for Israel's 67th birthday, organised by the ZF, and will perform classic hits along with new songs.

The show will take place on Thursday, 23 April, 19.30, in north London.

Ticket prices: £15, £25, £45, £75, £125.

For more information  
Email: [office@zfuk.org](mailto:office@zfuk.org)  
Tel: 020 8202 0202  
[www.zionist.org.uk](http://www.zionist.org.uk)



Invite you to celebrate

# ISRAEL'S 67TH BIRTHDAY

YOM HA'ATZMAUT

**Thursday 23 April 2015**

Venue: North London Time: 7.30pm

Starring

## SARIT HADAD

Winner of MTV Europe Music Award for Best Israeli Act

Main Sponsor



Also Featuring

## ISRAEL ERNEST

Who starred in Les Miserables, My Fair Lady and Chicago

**For more information**

**020 8202 0202**

The ZF is the UK's leading Israel Advocacy organisation

[www.zionist.org.uk](http://www.zionist.org.uk)

**Tickets** are on sale now and are offered on a first-come first-serve basis. To ensure you get the best seats, please **book online** now at [www.tiny.cc/YH67](http://www.tiny.cc/YH67) or call the office on 020 8202 0202

Also Sponsored by



**IF YOU WOULD LIKE TO ADVERTISE IN ANY ZF PUBLICATIONS PLEASE EMAIL [OFFICE@ZFUK.ORG](mailto:OFFICE@ZFUK.ORG)**

# IT IS NO DREAM

THE LIFE OF THEODOR HERZL

JOIN ZF & CFI TO COMMEMORATE THE ANNIVERSARY OF THE DEATH OF

## THEODORE HERZL,

THE FATHER OF THE MODERN STATE OF ISRAEL, AND WATCH A FILM DOCUMENTING HERZL'S LIFE-LONG DEDICATION TO THE FORMATION OF A JEWISH STATE

**THURSDAY 2ND JULY 2015**

FINCHLEY, NORTH LONDON VENUE  
DOORS OPEN 6PM  
FILM STARTS 6:20PM  
FILM DURATION 97 MINS  
TICKETS £15  
TO BOOK [WWW.TINY.CC/NODREAM](http://WWW.TINY.CC/NODREAM)  
FOR MORE INFO EMAIL [STEVE@ZFUK.ORG](mailto:STEVE@ZFUK.ORG)

NARRATED BY ACADEMY AWARD WINNER SIR BEN KINGSLEY

The ZF is the leading Advocacy organisation for Israel in the UK. Find out more: [www.zionist.org.uk](http://www.zionist.org.uk)



# ZF ISRAEL ELECTION NIGHT 2015

**Tuesday 17 March 2015, from 7.30pm**

Hampstead Garden Suburb Venue

Come and join the ZF to watch the Israel 2015 elections live as they unfold. There will be a panel of experts with Q&A opportunity, up to the minute election results and live links to Israeli MK's.

**Early Bird Tickets** £8 (before 24th Feb) **Regular Tickets** £10

Ticket price including refreshments

To book: <http://tiny.cc/ZFVOTE> For more information: [steve@zfuk.org](mailto:steve@zfuk.org)

The ZF is the UK's leading Israel Advocacy organisation. Find out more: [www.zionist.org.uk](http://www.zionist.org.uk)



Supported by



# What to Expect When You Make Aliyah

BY ZAHAVA RAYMOND

Everyone knows that feeling you get on a really great holiday - you don't want to leave, you want to say there forever - but with Israel that feeling is different. Israel is our homeland, the one place we can truly be ourselves as Jews, and the one place we can really defend ourselves.

I always get sad when I leave Israel, and I'd wanted to make Aliyah for years. On my last holiday here, in November 2013, I decided I finally felt ready to come here on my own, and it would be the last time I left as a tourist. But while I had decided I wanted to stay, that didn't mean I wanted to miss my flight back. I never would have thought that the first hurdle in my Aliyah would be arguing with check-in at Ben Gurion to let me to the front of the queue, so I could get back to London, so I could make Aliyah and come back to Israel again. It was very much a taste of things to come!

After all, it's important when you make Aliyah not to think everything will go smoothly and life will be perfect. I came expecting it to be difficult and annoying, and that way I don't feel let down or disappointed when it is - I sometimes even embrace it. Overcoming the various challenges and hurdles makes everything even more of an achievement (You founded a kibbutz? Well I opened a bank account and registered for health insurance!) and I appreciate even more all the Only-In-Israel moments that you get living here.

It sometimes feels like the bureaucracy offices in Israel deliberately make things difficult and complicated for Olim as a kind of initiation test. To survive here you need to have endless reserves of patience and feistiness!

To be able to breathe and go with it when something frustrates you, but also to know when not to go with it, when it's worth fighting it instead - and when Israelis expect or maybe even want you to put up a fight for something.

Despite all the challenges here, we should remember that Israel is a miracle, and that for this country to have achieved everything it has, Israelis have to be 'Sabras'. We could all do with picking up some of the better Israeli character traits that make the impossible possible. It was not at all an easy decision to leave my family and comfortable life in London, but in a way, I felt like that was even more of a reason to do it, to push myself, accept change, and take the risk to do what I'd wanted to for so long - make a life for myself in Israel.

Sometimes when I'm travelling on a bus on the motorway here, I get that old sinking feeling I'd have whenever I leave Israel. For a split second I think I'm leaving. And then I smile when I remember: I live here.



My first Yom Yerushalayim as an Israeli citizen

## Things I've learnt:

You will need to figure out the opening hours of all sorts of offices (but not to try to understand why the hours are so bizarre); to know whether the number on your ticket at the post office means that the 16 people in front of you will take two hours, or if the 148 people in front of you already left and so actually it will be your turn in a few minutes;

To know when it's best to fake not knowing any Hebrew, and when even using bad Hebrew is better than using English. And then to feel proud every time you navigate a conversation with a dentist or doctor in Hebrew and leave with the correct treatments and some new words and phrases, like 'filling' and 'I scratched my eye'.

To at least not mind all the cats (loving them too much leads to Facebook posts asking: "What should I do with this poor, sweet cat I took in? It wrecked all my furniture and keeps trying to attack me and I'm scared to go to sleep!")

To be prepared for craziness in the supermarkets on Thursday nights, Fridays, and especially before Chagim, such as the Friday afternoon before Chanukah someone trying to "accidentally" steal your carefully chosen crème brulee doughnut.



Celebrating Yom Yerushalayim at the Kotel

To know that even if there's a war you will feel lifted by the pride and support of your fellow Israeli citizens; by all the praying and learning and initiatives to help soldiers, their families and residents from the South; by the banners everywhere thanking the soldiers and reminding each other that we are stronger together, and by the parody videos mocking Hamas' scare-song with the catchy tune and ridiculous lyrics.

To know that yes, Israelis will get involved in your business. Meeting Israelis in my job, the conversation somehow ends up with them inviting me for Shabbat and offering to matchmake.



Going for a stroll at Ein Gedi

To experience the way the whole country changes as we celebrate the Chagim - our Chagim; and to dance on Yom Haatzmaut feeling like it is the biggest Jewish wedding you've ever been to.

To know that if you get a call from an Israeli charity and you tell them you will donate online, they will keep on calling you to remind you if you haven't yet done it -and when you do, you will get a genuinely grateful email full of exclamation marks thanking you.

To accept that you might end up living in an old flat that has problems with the plumbing, electricity, gas, heating, and just to make things even more fun, the bathroom door falling off its hinges. But even with all of those problems you love it, because it's in Jerusalem and because you made it your home, which kind of sums up life in Israel in general.

Zahava Raymond made Aliyah from London in January 2014, studied Hebrew for 5 months at Ulpan Etzion, and lives in Jerusalem. She blogs for the Times of Israel at: <http://blogs.timesofisrael.com/author/zahava-raymond/>

# It has been an incredible year for Habayta - World Zionist Organization, promoting Aliyah in the UK. Here are just a few of the many amazing projects and events that we have done this year:

## Shabbat Lech Lecha:

The commandment "Lech-Lecha!" is the first time that we meet the special relationship between the Nation of Israel - and the Land of Israel. The World Zionist Organization and the United Synagogue highlight this by creating a special Shabbat experience across the community, dedicated to the Jewish connection with Eretz Israel and Aliyah. This year, as ever, Jewish communities across the UK and the rest of the world took part in a weekend experience of inspirational speakers, interactive sessions and celebrations.

## Yom Yerushalayim:

Jerusalem Day marks the liberation of the city in 1967. Habayta - World Zionist Organization (WZO) is the only organization to mark each year this important event for Israel and the Jewish people with a series of events in Jewish communities in the UK. This past year's wonderful celebration included the Chief Rabbi of the IDF along with the IDF Hazan and soldiers' choir. This coming year promises further fantastic events.



## The Israel Expo:

The Israel Expo is a major event in the community calendar, organized by Habayta-World Zionist Organization and our partners, the Jewish Agency, The Jewish Chronicle and the Israeli House. We invite the entire Jewish community to explore different opportunities that Israel has to offer, hear fascinating speakers

and gain insight into the practicalities of living, working and studying in Israel. This year's Israel Expo brought professional staff from Israel in order to help the hundreds of attendees understand the rights and benefits for new immigrants, as well as outstanding lecturers to inspire the assembled crowds. We look forward to seeing you at the 2015 event.



## Partnership with the Zionist Federation:

Habayta-World Zionist Organization works hand-in-hand with the Zionist Federation in the UK on a host of projects relating to Aliyah. Examples of this include: bringing influential speakers from Israel including those who have made Aliyah from the UK, cooperation on communal Yom Ha'Atzmaut celebrations, as well as supporting ZFUK trips to Israel.

We would like to say a big thank you to all those who supported us and took part in our events this year. Habayta organizes regular events and brings amazing speakers and lecturers to a wide range of communities on a regular basis. For information on upcoming events and to explore the possibility of bringing Habayta to your community please contact us:

**Contact:** [Habayta@wzo.org.il](mailto:Habayta@wzo.org.il)

**Visit:** [www.wzo.org.il/About-Habayta](http://www.wzo.org.il/About-Habayta)

**Like:** [www.facebook.com/AliyahToIsrael](https://www.facebook.com/AliyahToIsrael)

**Enjoy:** [www.wzo.org.il/blogs](http://www.wzo.org.il/blogs)



ההסתדרות הציונית העולמית  
World Zionist Organization  
Aliyah Promotion Unit



# Thinking about going to live, work or study in Israel?

## Then this Pilot Trip is for you!

The State of Israel offers full scholarships for new immigrants doing University degrees\*

- Check out Higher Education opportunities in Israel and visit Israel's top universities
- Get valuable insight from Israeli and British students studying in Israel
- Explore the job market & career opportunities in your field
- Know your Aliyah rights and benefits
- Get to know your options for learning Hebrew
- Discover exciting options for choosing where to live in Israel
- Dive into the dynamic Israeli social and cultural scene
- Free time in the evenings

**Trip Dates: 14th - 21st June 2015**

For more information and to register for the trip please contact: [PilotTrip@wzo.org.il](mailto:PilotTrip@wzo.org.il) 02083715273  
[www.wzo.org.il/application](http://www.wzo.org.il/application)

\*Subject to the conditions of the Israeli Student Authority

\*\* The trip is for participants aged 18-28



SAVE THE DATE

A TRIBUTE TO

*Shimon Peres*

THE ZF GALA DINNER



Guest of Honour  
Shimon Peres

Sunday 17 May 2015

Central London  
Reception 6.00pm  
Dinner 6.45pm  
020 8202 0202



**FOREIGN EXCHANGE**

**Get the best rates in town at**

<b>EDGWARE</b> 114 - 116 Station Road Tel: 020 8952 6626	<b>Cash-a-Cheque</b> <small>(UK) Ltd</small>	<b>WATFORD</b> 106-108 High Street Tel: 01923 243 113
<b>UXBRIDGE</b> 18 High Street Tel: 01895 553 465	<b>WOOD GREEN</b> 185a High Road, Tel: 020 8889 6006	<b>EALING</b> 11 The Broadway Tel: 020 8567 9523

**BRIDGES FOR PEACE**

**50 YEARS**  
Blessing Israel

**Bridges for Peace**

Christians supporting Israel and building relationships between Christians and Jews in Israel and the UK.

It is our desire to see Christians and Jews working side by side for better understanding and a more secure Israel in 2015



The Directors of  
Corob Holdings Limited

are pleased to support the work of  
The Zionist Federation

The voice of Israelis in the UK • www.alondon.net • 2015 פברואר • (שנה 20) גיליון 222

**Alondon** עלונדון

**ערים לא תואמות**  
ברלין היא לונדון הבאה

**אנחנו שארלי**  
הקשר בין לסטר לפיגוע בפריז

**מקיימים יחסים**  
כורים ג'ונסון בדרך לתל אביב

**האישה והפרשה**  
זוכרים את מנדי רייס דיוויס

**נסיכה של שמחה**  
שרית חדר בראיון בלעדי לקראת יום העצמאות שמרגנת ימית בבריטניה

**יהודים רעים**  
בוטס'אנד

**Alondon is proud to support Yom Ha'atzmaut event with the ZF**

**Alondon** עלונדון

The Voice of Israelis in the UK קול הישראלים בבריטניה

# CROSSING THE LINE

## IS PUBLIC CRITICISM OF ISRAEL ACCEPTABLE?

A panel discussion with

**Baroness Ruth Deech (QC) Hon**

Academic, lawyer and bioethicist

**Douglas Murray**

Writer, Journalist and commentator

**Adam Ognall**

CEO, New Israel Fund

**Stephen Pollard**

Editor, Jewish Chronicle

Followed by a Q&A

**Monday  
30 March 2015**

7.30pm

North London venue

**Tickets £5** pre booking essential  
Free for ZF members and students

To book:

[www.tiny.cc/crossingtheline](http://www.tiny.cc/crossingtheline)

or email: [office@zfuk.org](mailto:office@zfuk.org)

or call: 020 8202 0202



The ZF is the leading advocacy organization for Israel in the UK.  
[www.zionist.org.uk](http://www.zionist.org.uk)