

From: [Yallah! Israel](#)
Subject: Exciting News for URJ Israel Teen Travel!
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Dear John,

We hope that your start to 5783 has been safe and healthy! We're thrilled to be entering our 65th summer, but this year is slightly different as we have officially reintroduced ourselves as **Yallah! Israel**. We may have a new name, but the authentic, immersive programs that URJ families know and love have not changed! Our new brand identity will help us demonstrate the unique nature of our Israel experiences to new audiences, connecting even more Jewish young adults to Israel and all it has to offer.

Yallah! Israel would love to partner with you and your congregation to help promote our program to your teens. Our summer trips offer unforgettable adventures focused on fun, friendship, community, personal discovery, and meaningful Jewish growth, all while keeping health and safety as our top priority. When these teens return to your community, they will be energized ambassadors for Israel, with greater awareness of diverse communities, technological advances, and social challenges that our world faces today.

Additionally, Yallah! Israel is once again a proud partner and grantee of RootOne, seeded by a generous gift from The Marcus Foundation and powered by The Jewish Education Project. Every family who registers for a Summer 2023 Yallah! Israel trip is eligible to receive a **\$3,000 RootOne Voucher!**

Summer 2023 Trips and Resources

This summer, in addition to our URJ-camp affiliated trips, we are so excited to offer families [five unique programs](#) including a meaningful Poland journey, the classic Israel tour, an eco and social justice Israel experience, a trip focused on gender identity, LGBTQ+, and allyship, and a trip through the lens of science and technology.

On **Sunday, December 18 at 1 PM ET**, we will be hosting a Yallah! Israel Info Session for families to learn about our five North American trips. Please encourage your families to join us by sharing on your [congregation's social media!](#)

YALLAH! ISRAEL WEBINAR SIGN-UP

Are you interested in bringing a congregational teen trip to Israel? Partner with Yallah! Israel for a seamless trip experience!

PARTNER WITH YALLAH! ISRAEL



B'NEI MITZVAH
CERTIFICATES



REQUEST
BROCHURES



MARKETING
TOOLKIT

We ask you to encourage your families to [apply now](#) and not miss out on this life-changing opportunity. If you or your families have any questions please contact our office at (212) 452-6517, or by email at yallahisrael@urj.org.

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*Do you also want to know what else is happening in teen engagement at the URJ?
Be sure to check out our new [NFTY website!](#)*