

For Six Month Period Ending 10/31/07  
(Insert date)

I - REGISTRANT

1. (a) Name of Registrant **Geoffrey Weill Assoc.** (b) Registration No. **5773**

(c) Business Address(es) of Registrant  
**27 N 24th, Ste 305  
NY NY 10010**

2. Has there been a change in the information previously furnished in connection with the following:

(a) If an individual:  
(1) Residence address Yes  No   
(2) Citizenship Yes  No   
(3) Occupation Yes  No

(b) If an organization:  
(1) Name Yes  No   
(2) Ownership or control Yes  No   
(3) Branch offices Yes  No

(c) Explain fully all changes, if any, indicated in items (a) and (b) above.

CRIMINAL INVESTIGATION UNIT  
2008-10-31 AM 9:35

IF THE REGISTRANT IS AN INDIVIDUAL, OMIT RESPONSE TO ITEMS 3, 4 AND 5(a).

3. If you have previously filed Exhibit C<sup>1</sup>, state whether any changes therein have occurred during this 6 month reporting period.

Yes  No

If yes, have you filed an amendment to the Exhibit C? Yes  No

If no, please attach the required amendment.

<sup>1</sup> The Exhibit C, for which no printed form is provided, consists of a true copy of the charter, articles of incorporation, association, and by laws of a registrant that is an organization. (A waiver of the requirement to file an Exhibit C may be obtained for good cause upon written application to the Assistant Attorney General, Criminal Division, U.S. Department of Justice, Washington, DC 20530.)

4. (a) Have any persons ceased acting as partners, officers, directors or similar officials of the registrant during this 6 month reporting period? Yes  No

If yes, furnish the following information:

Name Position Date connection ended

(b) Have any persons become partners, officers, directors or similar officials during this 6 month reporting period? Yes  No

If yes, furnish the following information:

Name Residence address Citizenship Position Date assumed

5. (a) Has any person named in item 4(b) rendered services directly in furtherance of the interests of any foreign principal? Yes  No

If yes, identify each such person and describe his service.

(b) Have any employees or individuals, who have filed a short form registration statement, terminated their employment or connection with the registrant during this 6 month reporting period? Yes  No

If yes, furnish the following information:

Name Position or connection Date terminated

(c) During this 6 month reporting period, has the registrant hired as employees or in any other capacity, any persons who rendered or will render services to the registrant directly in furtherance of the interests of any foreign principal(s) in other than a clerical or secretarial, or in a related or similar capacity? Yes  No

If yes, furnish the following information:

Name Residence address Citizenship Position Date assumed  
Mark Liebermann 65 Waverly Ave USA Sr. Acct AUG 07  
Brooklyn, NY 11205 Exec.

6. Have short form registration statements been filed by all of the persons named in Items 5(a) and 5(c) of the supplemental statement? Yes  No

If no, list names of persons who have not filed the required statement.

MARK LIEBERMANN

II - FOREIGN PRINCIPAL

7. Has your connection with any foreign principal ended during this 6 month reporting period?  
Yes  No

If yes, furnish the following information:

Name of foreign principal

Date of termination

8. Have you acquired any new foreign principal<sup>2</sup> during this 6 month reporting period?  
Yes  No

If yes, furnish the following information:

Name and address of foreign principal

Date acquired

9. In addition to those named in Items 7 and 8, if any, list foreign principals<sup>2</sup> whom you continued to represent during the 6 month reporting period.

ISRAEL MINISTRY OF TOURISM

10. EXHIBITS A AND B

(a) Have you filed for each of the newly acquired foreign principals in Item 8 the following:

Exhibit A<sup>3</sup> Yes  No   
Exhibit B<sup>4</sup> Yes  No

If no, please attach the required exhibit.

(b) Have there been any changes in the Exhibits A and B previously filed for any foreign principal whom you represented during the 6 month period? Yes  No

If yes, have you filed an amendment to these exhibits? Yes  No

If no, please attach the required amendment.

<sup>2</sup> The term "foreign principal" includes, in addition to those defined in Section 1(b) of the Act, an individual organization any of whose activities are directly or indirectly supervised, directed, controlled, financed, or subsidized in whole or in major part by a foreign government, foreign political party, foreign organization or foreign individual. (See Rule 100(a)(9).) A registrant who represents more than one foreign principal is required to list in the statements he files under the Act only those principals for whom he is not entitled to claim exemption under Section 3 of the Act. (See Rule 208.)

<sup>3</sup> The Exhibit A, which is filed on Form CRM-157 (Formerly OBD-67), sets forth the information required to be disclosed concerning each foreign principal.

<sup>4</sup> The Exhibit B, which is filed on Form CRM-155 (Formerly OBD-65), sets forth the information concerning the agreement or understanding between the registrant and the foreign principal.

III - ACTIVITIES

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11. During this 6 month reporting period, have you engaged in any activities for or rendered any services to any foreign principal named in Items 7, 8, and 9 of this statement? Yes  No

If yes, identify each such foreign principal and describe in full detail your activities and services:

ISRAEL MINISTRY OF TOURISM  
PUBLIC RELATIONS

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12. During this 6 month reporting period, have you on behalf of any foreign principal engaged in political activity<sup>5</sup> as defined below? Yes  No

If yes, identify each such foreign principal and describe in full detail all such political activity, indicating, among other things, the relations, interests and policies sought to be influenced and the means employed to achieve this purpose. If the registrant arranged, sponsored or delivered speeches, lectures or radio and TV broadcasts, give details as to dates and places of delivery, names of speakers and subject matter.

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13. In addition to the above described activities, if any, have you engaged in activity on your own behalf which benefits any or all of your foreign principals? Yes  No

If yes, describe fully.

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<sup>5</sup> The term "political activities" means any activity that the person engaging in believes will, or that the person intends to, in any way influence any agency or official of the Government of the United States or any section of the public within the United States with reference to formulating, adopting or changing the domestic or foreign policies of the United States or with reference to the political or public interests, policies, or relations of a government of a foreign country or a foreign political party.

IV - FINANCIAL INFORMATION

14. (a) RECEIPTS-MONIES

During this 6 month reporting period, have you received from any foreign principal named in Items 7, 8, and 9 of this statement, or from any other source, for or in the interests of any such foreign principal, any contributions, income or money either as compensation or otherwise? Yes  No

If no, explain why.

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies<sup>6</sup>

Date	From whom	Purpose	Amount
	Monthly Israel Ministry of Tourism	Retainer fee for PR	@ \$24,000
			<u>\$144,000</u> Total

(b) RECEIPTS - FUND RAISING CAMPAIGN

During this 6 month reporting period, have you received, as part of a fund raising campaign<sup>7</sup>, any money on behalf of any foreign principal named in items 7, 8, and 9 of this statement? Yes  No

If yes, have you filed an Exhibit D<sup>8</sup> to your registration? Yes  No

If yes, indicate the date the Exhibit D was filed. Date \_\_\_\_\_

(c) RECEIPTS - THINGS OF VALUE

During this 6 month reporting period, have you received any thing of value<sup>9</sup> other than money from any foreign principal named in Items 7, 8, and 9 of this statement, or from any other source, for or in the interests of any such foreign principal? Yes  No

If yes, furnish the following information:

Name of foreign principal	Date received	Description of thing of value	Purpose
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6, 7 A registrant is required to file an Exhibit D if he collects or receives contributions, loans, money, or other things of value for a foreign principal, as part of a fund raising campaign. (See Rule 201(e).)

8 An Exhibit D, for which no printed form is provided, sets forth an account of money collected or received as a result of a fund raising campaign and transmitted for a foreign principal.

9 Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks," and the like.



**(b) DISBURSEMENTS - THINGS OF VALUE**

During this 6 month reporting period, have you disposed of anything of value<sup>10</sup> other than money in furtherance of or in connection with activities on behalf of any foreign principal named in Items 7, 8, and 9 of this statement?

Yes  No

If yes, furnish the following information:

Date disposed	Name of person to whom given	On behalf of what foreign principal	Description of thing of value	Purpose
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**(c) DISBURSEMENTS - POLITICAL CONTRIBUTIONS**

During this 6 month reporting period, have you from your own funds and on your own behalf either directly or through any other person, made any contributions of money or other things of value<sup>11</sup> in connection with an election to any political office, or in connection with any primary election, convention, or caucus held to select candidates for political office?

Yes  No

If yes, furnish the following information:

Date	Amount or thing of value	Name of political organization	Name of candidate
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<sup>10, 11</sup> Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks" and the like.

V - INFORMATIONAL MATERIALS

16. During this 6 month reporting period, did you prepare, disseminate or cause to be disseminated any informational materials <sup>12?</sup>  
Yes  No

IF YES, RESPOND TO THE REMAINING ITEMS IN SECTION V.

17. Identify each such foreign principal.

Israel Ministry of Tourism

18. During this 6 month reporting period, has any foreign principal established a budget or allocated a specified sum of money to finance your activities in preparing or disseminating informational materials? Yes  No

If yes, identify each such foreign principal, specify amount, and indicate for what period of time.

Israel Ministry of Tourism pays us a monthly retainer of \$24,000.

19. During this 6 month reporting period, did your activities in preparing, disseminating or causing the dissemination of informational materials include the use of any of the following:

- Radio or TV broadcasts
- Magazine or newspaper articles
- Motion picture films
- Letters or telegrams
- Advertising campaigns
- Press releases
- Pamphlets or other publications
- Lectures or speeches
- Internet
- Other (specify) media events

20. During this 6 month reporting period, did you disseminate or cause to be disseminated informational materials among any of the following groups:

- Public Officials
- Newspapers
- Libraries
- Legislators
- Editors
- Educational institutions
- Government agencies
- Civic groups or associations
- Nationality groups
- Other (specify) \_\_\_\_\_

21. What language was used in the informational materials:

- English
- Other (specify) \_\_\_\_\_

22. Did you file with the Registration Unit, U.S. Department of Justice a copy of each item of such informational materials disseminated or caused to be disseminated during this 6 month reporting period? Yes  No

23. Did you label each item of such informational materials with the statement required by Section 4(b) of the Act? Yes  No

<sup>12</sup> The term informational materials includes any oral, visual, graphic, written, or pictorial information or matter of any kind, including that published by means of advertising, books, periodicals, newspapers, lectures, broadcasts, motion pictures, or any means or instrumentality of interstate or foreign commerce or otherwise. Informational materials disseminated by an agent of a foreign principal as part of an activity in itself exempt from registration, or an activity which by itself would not require registration, need not be filed pursuant to Section 4(b) of the Act.

VI - EXECUTION

In accordance with 28 U.S.C. §1746, the undersigned swear(s) or affirm(s) under penalty of perjury that he/she has (they have) read the information set forth in this registration statement and the attached exhibits and that he/she is (they are) familiar with the contents thereof and that such contents are in their entirety true and accurate to the best of his/her (their) knowledge and belief, except that the undersigned make(s) no representation as to the truth or accuracy of the information contained in the attached Short Form Registration Statement(s), if any, insofar as such information is not within his/her (their) personal knowledge.

(Date of signature ) 10/30/07

(Type or print name under each signature<sup>13</sup>)

*[Handwritten Signature]*

Geoffrey Wein

*[Handwritten Signature]*

Ann Laschever

1100 WILSON STREET / 1007 / WASH DC 20007-1101  
SE 16 13 11 01 25

<sup>13</sup> This statement shall be signed by the individual agent, if the registrant is an individual, or by a majority of those partners, officers, directors or persons performing similar functions, if the registrant is an organization, except that the organization can, by power of attorney, authorize one or more individuals to execute this statement on its behalf.

UNITED STATES DEPARTMENT OF JUSTICE  
FARA REGISTRATION UNIT  
National Security Division  
WASHINGTON, D.C. 20530

**NOTICE**

Please answer the following questions and return this sheet in triplicate with your Supplemental Statement:

1. Is your answer to Item 16 of Section V (Informational Materials – page 8 of Form CRM-154, formerly Form OBD-64-Supplemental Statement):


YES  \_\_\_\_\_ or NO \_\_\_\_\_

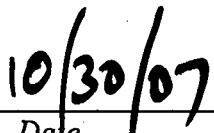
(If your answer to question 1 is "yes" do not answer question 2 of this form.)

2. Do you disseminate any material in connection with your registration:

YES \_\_\_\_\_ or NO \_\_\_\_\_

(If your answer to question 2 is "yes" please forward for our review copies of all material including: films, film catalogs, posters, brochures, press releases, etc. which you have disseminated during the past six months.)

  
\_\_\_\_\_  
*Signature*

  
\_\_\_\_\_  
*Date*

**GEORGEY NEILL**  
\_\_\_\_\_

Please type or print name of Signatory on the line above

**PRESIDENT**  
\_\_\_\_\_  
*Title*

031/ISS/REGISTRATION UNIT

10/30/07 11:09:35



**U.S. Department of Justice**

**Criminal Division**

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*Washington, DC 20530*

THIS FORM IS TO BE AN OFFICIAL ATTACHMENT TO YOUR CURRENT SUPPLEMENTAL STATEMENT -  
PLEASE EXECUTE IN TRIPLICATE

SHORT-FORM REGISTRATION INFORMATION SHEET

SECTION A

The Department records list active short-form registration statements for the following persons of your organization filed on the date indicated by each name. If a person is not still functioning in the same capacity directly on behalf of the foreign principal, please show the date of termination.

**Short Form List for Registrant: Geoffrey Weill Associates**

<u>Last Name</u>	<u>First Name and Other Names</u>	<u>Registration Date</u>	<u>Termination Date</u>	<u>Role</u>
Laschever	Ann Rebecca	10/03/2006		
Goldberg	Eric	10/03/2006		
Weill	Geoffrey	10/03/2006		

2007-10-11 11:09:35  
Criminal Division Unit



U.S. Department of Justice

National Security Division

Washington, DC 20530

SECTION B

In addition to those persons listed in Section A, list below all current employees rendering services directly on behalf of the foreign principals(s) who have not filed short-form registration statements. (Do not list clerks, secretaries, typists or employees in a similar or related capacity). If there is some question as to whether an employee has an obligation to file a short-form, please address a letter to the Registration Unit describing the activities and connection with the foreign principal.

Name	Function	Date Hired
Mark Lieberman	Account Exec.	AUG 2007

Signature: 

Date: 10/30/07

Title: PRESIDENT

REGISTRATION UNIT  
OCT 30 2007 10 09 35



delighted to be restarting our work on behalf of tourism to Israel." WEILL handled the Ministry's public relations needs from 1995 through 2003; since the fall of 2004, the Ministry has been without outside public relations assistance in the United States.

"We are starting work formally on a day that is full of optimism," observed Weill, referring to the cease-fire that has gone into effect on Israel's northern border, "so let's hope it's a good omen."

**Media contact:**

Eric Goldberg at WEILL

Email: [egoldberg@geoffreyweill.com](mailto:egoldberg@geoffreyweill.com)

Tel: (212) 288-1144

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Geoffrey Weill Associates | 27 West 24th Street | Suite 305 | New York | NY | 10010

UNSUBSCRIBE  
9/29/06 11:00 AM

**Nestor Lara-Baeza**

**From:** Constant Contact [support@constantcontact.com]

**Sent:** Tuesday, August 15, 2006 4:51 PM

**To:** nlarabaeza@geoffreyweill.com

**Subject:** Your email campaign Israel Launches Galilee Spirit Program To Draw Travelers North has been sent



Email Campaign  
Confirmation

Dear Geoffrey Weill,

Your email campaign, named Israel--Prelim, was sent on 08/15/2006 around 4:51 PM EDT.

Below is a copy of the HTML version your subscribers received. Don't forget, you can easily monitor the effectiveness of your campaign by visiting the Email Campaign Tracking area of your Constant Contact home page for real-time metrics and stats.

**Subject: Israel Launches Galilee Spirit Program To Draw Travelers North**

To ensure that you continue to receive emails from us, add nlarabaeza@geoffreyweill.com to your address book today. If you haven't done so already, click to [confirm](#) your interest in receiving email campaigns from us. To no longer receive our emails, click to [unsubscribe](#).



MINISTRY OF TOURISM STATE OF ISRAEL

**FOR IMMEDIATE RELEASE**

**ISRAEL LAUNCHES GALILEE SPIRIT PROGRAM  
TO DRAW TRAVELERS NORTH**

**"RESERVE NOW, STAY LATER"**

**New York, NY- August 15, 2006:** A major program has been launched to bring travelers back to northern Israel. The month-long events in the Galilee and Haifa region have resulted in a total dearth of tourists in what was gearing up to be the best summer ever for northern Israel's hundreds of hotels, inns and bed and breakfasts.



"The Galilee is one of Israel's favorite vacation regions," says Arie Sommer, Israel Commissioner for Tourism, North and South America, "and while the ceasefire will bring tourists back to northern Israel, we wanted to do something right now for Americans who may have changed their summer plans to avoid that part of the country."

## GALILEE SPIRIT: Book Now, Come Soon

Working with the Conference of Presidents of Major American Jewish Organizations, Israel's Ministry of Tourism has pioneered "Galilee Spirit," an innovative formula whereby Americans can express their caring and concern in a dramatic and effective way. "Americans can pre-pay now for discount priced stays at hotels, inns and bed-and-breakfasts throughout northern Israel," explains Sommer, "and use their prepaid accommodation any time through June 30, 2007." If they wish, travelers may give the stays to friends or family. Full details are available at [www.goisrael.com](http://www.goisrael.com), then "Galilee Spirit."

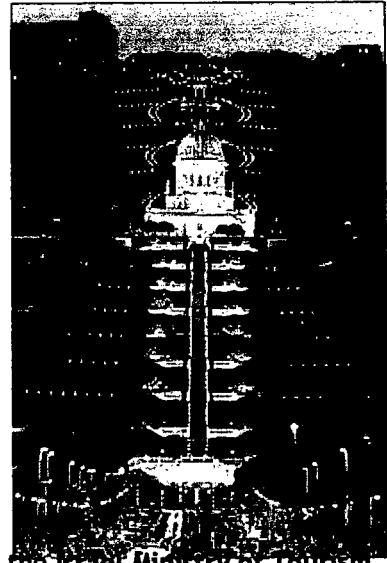
Gearing up to celebrate its 60th Anniversary in 2008, Israel expects to receive between 2.5 and 3 million visitors in 2006.

To know more, visit: [www.goisrael.com](http://www.goisrael.com)

### Media contacts:

Eric Goldberg at WEILL  
Email: [egoldberg@geoffreyweill.com](mailto:egoldberg@geoffreyweill.com)  
Phone: (212) 288-1144

Ruth Mekel at the Israel Ministry of Tourism  
Email: [ruthmekel@imot.org](mailto:ruthmekel@imot.org)  
Phone: (212) 499-5647



### Forward email

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**Nestor Lara-Baeza**

**From:** Constant Contact [support@constantcontact.com]  
**Sent:** Wednesday, August 16, 2006 3:34 PM  
**To:** nlarabaeza@geoffreyweill.com  
**Subject:** Your email campaign Israel Launches Galilee Spirit Program To Draw Travelers North has been sent



Email Campaign Confirmation

sent: 08/16/2006 11:09:37  
constantcontact.com

Dear Geoffrey Weill,

Your email campaign, named Israel-- Galilee 2, was sent on 08/16/2006 around 3:33 PM EDT.

Below is a copy of the HTML version your subscribers received. Don't forget, you can easily monitor the effectiveness of your campaign by visiting the Email Campaign Tracking area of your Constant Contact home page for real-time metrics and stats.

**Subject: Israel Launches Galilee Spirit Program To Draw Travelers North**

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MINISTRY OF TOURISM STATE OF ISRAEL

**FOR IMMEDIATE RELEASE**

**ISRAEL LAUNCHES GALILEE SPIRIT PROGRAM TO DRAW TRAVELERS NORTH**

***"RESERVE NOW, STAY LATER"***



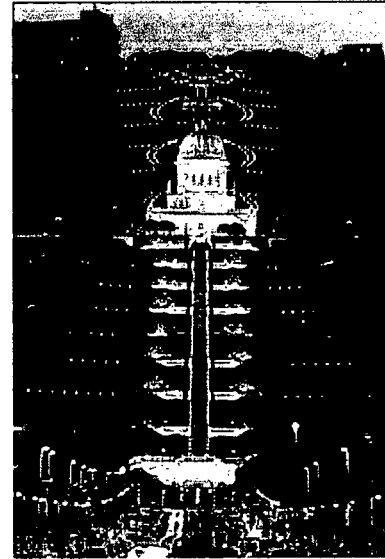
New York, NY- August 16, 2006: A major program has been launched to bring travelers back to northern Israel. The month-long events in the Galilee and Haifa region have resulted in a total dearth of tourists in what was gearing up to be the best summer ever for northern Israel's hundreds of hotels, inns and bed and breakfasts.

The Conference of Presidents of Major American Jewish Organizations and Israel's Ministry of Tourism have pioneered "Galilee Spirit," an innovative formula whereby Americans can express their caring and concern in a dramatic and effective way. "We believe that demonstrating our intent to come shows both our solidarity with the people who have been so severely affected, and our confidence in the future," said Harold Tanner, Chairman, and Malcolm Hoenlein, Executive Vice Chairman, of the Presidents' Conference.

"The Galilee is one of Israel's favorite vacation regions," says Arie Sommer, Israel Commissioner for Tourism, North and South America, "and while the ceasefire is bringing tourists back to northern Israel, we wanted to do something for Americans who may have changed their summer plans to avoid that part of the country."

"Americans can pre-pay now for discount priced stays at hotels, inns and bed-and-breakfasts throughout northern Israel," explains Sommer, "and use their prepaid accommodation any time through June 30, 2007." If they wish, travelers may give the stays to friends or family. El Al Israel Airlines is also offering "Galilee Spirit" participants a \$100 per passenger discount on their tickets to Israel. Full details are available at [www.goisrael.com](http://www.goisrael.com), then "Galilee Spirit."

Gearing up to celebrate its 60th Anniversary in 2008, Israel expects to receive between 2.5 and 3 million visitors in 2006.



Bahai Gardens & Shrine, Haifa

To know more, visit: [www.goisrael.com](http://www.goisrael.com)

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*We reprint below a letter recently received by the Israel Ministry of Tourism in New York from Kibbutz Gonen in the Upper Galilee concerning "Galilee Spirit."*



Wednesday, August 16, 2006

**Dearest Friends from America**

**Re: Your Unique Program – "Galilee Spirit"**

My name is Ori Alon and I am the Marketing Manager of "Nofei-Gonen", a Holiday Village at Kibbutz Gonen in the Upper Galilee.

I have been a member of Kibbutz Gonen for the last 31 years. We have been familiar with the "Katyusha" missiles for a long time, but we cannot compare what is happening now to anything that happened in the past.

9/29/2006

We sit for long hours in the shelters. We worry about our sons, sons-in-law, brothers and husbands that are right now participating in the war. We worry about our small children that are so afraid they cannot sleep at night. We worry about our beautiful Galilee home that is becoming black and dark from all the fire. We suffer with all the citizens - relatives, friends, lovers, neighbors - that are being killed or wounded all around us. We are in pain seeing our houses fall down. We cry for our beloved country that still, after 58 years, has to fight for its independence.

Our eyes are red from not sleeping, our hearts are heavy with worry, our bodies are aching from stress **BUT**, nevertheless, we want to promise you we shall never give up. We love our small unique country and we believe that we have every right in the world to fight for our legitimate right to live here peacefully forever after.

A big part of our hopeful spirit is thanks to you - our dearest friends in the American Jewish community. Your support was always important and necessary. Your warm Jewish hearts are a symbol for us - because the fact that we are one big family gives us the feeling that we are not alone. Your solidarity with us gives us the strength to go on despite all the horror. We are **one united Jewish People** that knows the importance of the State of Israel for Jews all over the world. We will guard our beloved country with all our strength, courage, spirit and hope.

I wish to thank you for what you are. I am so proud every time I hear, read or see your solidarity with Israel. The Israeli Spirit will last as long as the Jewish warm heart will stay united all over the world.

Hugging you with love, and looking forward to host you in "Nofei-Gonen",

Ori Alon A very proud Israeli woman

To know more, visit: [www.goisrael.com](http://www.goisrael.com)

**Media contacts:**

Eric Goldberg at WEILL  
Email: [egoldberg@geoffreyweill.com](mailto:egoldberg@geoffreyweill.com)  
Phone: (212) 288-1144

Ruth Mekel at the Israel Ministry of Tourism  
Email: [ruthmekel@imot.org](mailto:ruthmekel@imot.org)  
Phone: (212) 499-5647

9/29/06 11:09:37  
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**Nestor Lara-Baeza**

**From:** Constant Contact [support@constantcontact.com]

**Sent:** Wednesday, August 23, 2006 6:36 PM

**To:** nlarabaeza@geoffreyweill.com

**Subject:** Your email campaign The Hanging Gardens Of Haifa: Eighth Wonder Of The World has been sent



Email Campaign  
Confirmation

08/23/2006 11:09:39 AM  
UNSUBSCRIPTION URL

Dear Geoffrey Weill,

Your email campaign, named Israel-- Haifa Gardens, was sent on 08/23/2006 around 6:36 PM EDT.

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**Subject: The Hanging Gardens Of Haifa: Eighth Wonder Of The World**

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MINISTRY OF TOURISM STATE OF ISRAEL

**PRESS RELEASE**

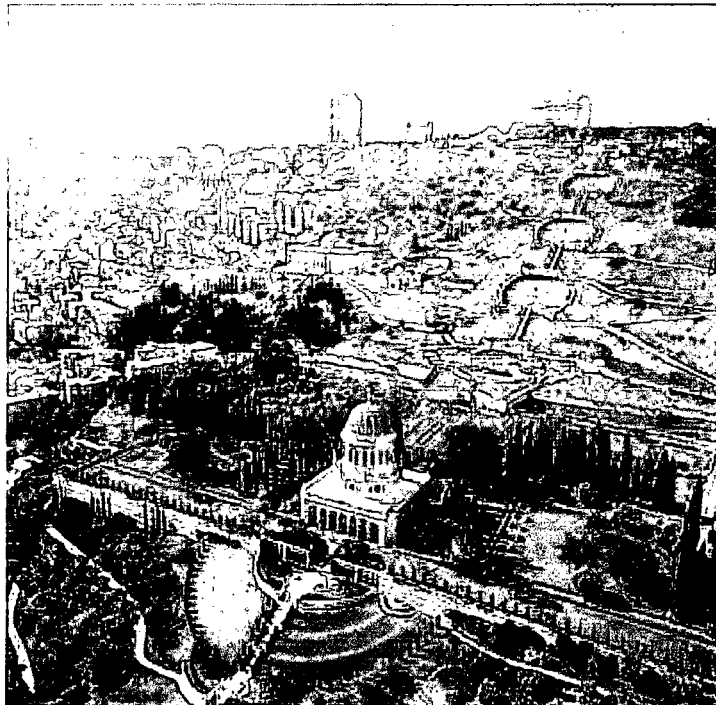
**THE HANGING GARDENS OF HAIFA**

**ISRAEL'S PORT CITY IS HOME TO  
"EIGHTH WONDER OF THE WORLD"**

**New York, NY- August 23, 2006:** Israel's third largest city, Haifa is majestically set on a broad natural Mediterranean bay and characterized by terraced landscaping, picture postcard panoramic views, great beaches and a bustling computerized port. Long known as one of the most tolerant cities in the Middle East, diverse ethnic communities live side-by-side in Haifa with enviable ease. Just a short time after the recent conflict on Israel's northern border, the city and its inhabitants bounced back to "business as usual," and the city's numerous attractions are again buzzing with visitors. Chief among the sights not to be missed are the legendary Baha'i Gardens.

Considered the centerpiece attraction of Haifa, The Baha'i Gardens are one of the most impressive sites in northern Israel, attracting pilgrims and tourists from all over the world. The Gardens were reopened in 2001 after 14 years of massive redesign and reconstruction at a cost of over \$250 million requiring the skills of some 2,500 construction workers. Splendid, immaculate, geometrically perfect, the Baha'i Gardens follow the slope of Mount Carmel, around which Haifa's 300,000 inhabitants work and play.

The Gardens begin virtually at sea level in Haifa's elegantly restored 19th century German Colony. Here, black wrought iron gates swing open to reveal the sweep of eighteen monumental terraces that soar 750 feet high. Intricately planted with flowers, topiaries, sweeping lawns, manicured cypress trees, decorated with stone peacocks and eagles, the terraces are all connected by creamy stone staircases, gurgling water channels, and dotted with ornamental fountains. The steepness of the Carmel slopes dictated the design of highly sophisticated irrigation and lawn-planting systems developed both to conserve water, and to distribute it evenly.



Half-way up the Carmel slope the golden tiled dome of the Shrine of the Báb has long been Haifa's most instantly recognizable landmark. The golden shrine, surrounded by older ornamental gardens along whose gravel paths visitors have been crunching since the 1950's, houses the grave of the Báb, Siyyid Ali- Muhammad. He is considered the 'Martyr-Herald' of the gentle Baha'i faith, the central tenet of which is the unity of all religions. Baha'i see all religious leaders - Moses, Buddha, Christ, Muhammad - all as messengers sent by God at different eras of history to reveal God's will.

Haifa's Baha'i Gardens are located precisely 530 miles due west of Babylon, whose Hanging Gardens were one of the legendary seven wonders of the ancient world. Today in Haifa they provide a haven of tranquility and ecological balance in this vibrant metropolitan area.

The gardens' design is almost obsessive in its perfection and reflects the vision of Iranian-born Fariburz Sahba, planner of the Baha'i Lotus Temple in India that won international acclaim. His Haifa terraces, designed in nine concentric circles, appear to emanate from the golden domed shrine. "The Shrine of the Báb is envisaged as a precious gem, for which the terraces provide the setting - like a golden ring for a perfect diamond," says Sahba.

## NEW CENTER OF DAYLIFE, NIGHTLIFE



Haifa's German Colony - sometimes called the Templar Colony, characterized by about 85 red-roofed houses dating

from the 1870's, is now one of the city's hottest neighborhoods. Members of Germany's Templar Society settled in Haifa in 1868 determined to strengthen the Christian presence in Ottoman-ruled Palestine and remained until World War II. The restored main boulevard of the colony - now Ben-Gurion Avenue - descends from the entrance to the Baha'i Gardens to the seaport (Israel's largest), paved with limestone, decorated with wrought-iron lamps, flowers and elegant traffic circles. The Templars' homes uniquely combine Alpine design with Mediterranean tiles and terracotta. Some still bear folksy German inscriptions carved in the stone. And it is in these houses, with their tranquil gardens, porches and porticoes, that dozens of restaurants, cafes, bars, boutiques and clubs now thrive...lively by day, thronged by night.

## The Haifa Experience

**WHEN YOU GO:** Although the Shrine is only open in the morning, daily from 9am-noon, the gardens are open daily from 9am-5pm and many of the monuments are illuminated at night.

In addition to the Baha'i Shrine and Gardens and the German Colony, Haifa offers many other attractions such as the Technion (Israel's M.I.T.) set on a 300-acre campus, the National Maritime Museum, the Mané Katz Museum, the Tikotin Museum of Japanese Art, the Museum of Clandestine Immigration, the Haifa Zoo, the Carmelite Monastery and Stella Maris Lighthouse, and Elijah's Cave, plus The Carmelite, Israel's version of the subway cable- car.

**HOW TO GET THERE:** Haifa is less than an hour's drive by expressway north from Tel Aviv, and 90 minutes from Ben-Gurion International Airport. Direct flights link Haifa with Eilat, Cyprus and Amman, Jordan. Haifa is a prime port of call for a dozen or more cruise ships. For many, Haifa is most easily reached from Tel Aviv by high-speed train in 50 minutes.

For further information on travel to Israel, please call the Israel Ministry of Tourism InfoCenter at 1-888-77-ISRAEL, or visit [www.goisrael.com](http://www.goisrael.com).

**Media contacts:**

Eric Goldberg at WEILL  
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09/29/06 11:03 AM



9/29/2006 11:14:00 AM

**Nestor Lara-Baeza**

**From:** Constant Contact [support@constantcontact.com]

**Sent:** Thursday, August 24, 2006 6:21 PM

**To:** nlarabaeza@geoffreyweill.com

**Subject:** Your email campaign Israel's Dan Hotels Reports Top Tourism Year Back On Track has been sent



Email Campaign  
Confirmation

Dear Geoffrey Weill,

Your email campaign, named DAN HOTELS--Tourism back on, was sent on 08/24/2006 around 6:20 PM EDT.

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**Subject: Israel's Dan Hotels Reports Top Tourism Year Back On Track**

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**PRESS RELEASE**

**ISRAEL'S DAN HOTELS REPORTS  
TOP TOURISM YEAR BACK ON TRACK**

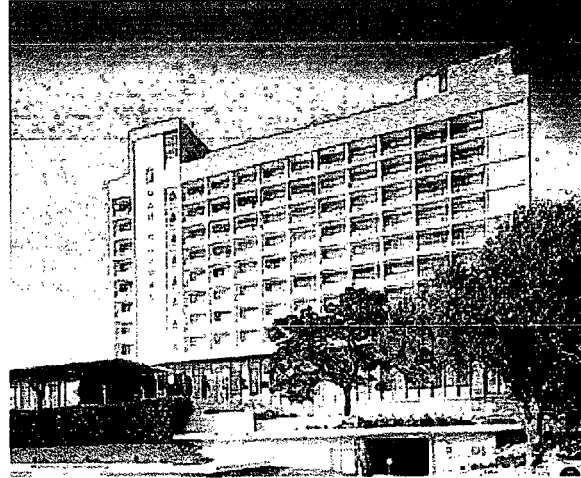
Tel Aviv, Israel- August 24, 2006: Within 12 hours of the Israel-Lebanon ceasefire going into effect, the phones began to ring again, says Gabi Mor, Director of Sales, North America, for Dan Hotels, Israel's largest hotel group that includes the landmark King David Hotel in Jerusalem. "By every calculation 2006 was all set to be the best year ever for tourism to Israel," continued Mor, "yet despite the conflict in the north, and the temporary drop off in overseas visitors,

most of our hotels are recording record sales for the year.”

While the majority of the Dan Hotels group properties are in central and southern Israel, Dan also owns the two leading hotels of Haifa, Israel's third largest city. The **Dan Carmel** underwent an extensive renovation in 2005/6.

Other developments at Dan Hotels include:

- The **Dan Panorama** Hotels in both **Tel Aviv** and **Jerusalem** have recently undergone major facelifts;
- The **Dan Accadia** Hotel in Herzliya, the contemporary resort hotel on the Mediterranean, is marking its 50th anniversary with the renovation of its chalet rooms;
- All 12 Dan Hotels have added a new feature to their menus: an **“Eating Well”** program that highlights dishes that are low in cholesterol, saturated and trans fats, and high in fiber and calcium. Each menu - from hotel restaurants and coffee shops to room service - features **“Eating Well”** dishes designated by special symbols.



One of the most attractive facets of staying at Dan Hotels is the group's innovative **e-Dan** members club that provides upgrades and special benefits for frequent guests. The group's **“Red Carpet Welcome”** provides free airport-hotel transfers for guests reserving selected room categories at certain hotels. Both the **King David Hotel** in Jerusalem and the **Dan Tel Aviv** are members of **Leading Hotels of the World**.

#### **Dan Hotels Israel**

Toll Free in U.S.A: 800-223-7773

Tel: 011-972-3-5202552

Fax: 011-72-3-5480111

For further information, please click:

[www.danhotels.com](http://www.danhotels.com)

For reservations, please call or e-mail:

[israelhotels.ny@verizon.net](mailto:israelhotels.ny@verizon.net)

*The King David Hotel, Jerusalem ~ The Dan Panorama, Jerusalem ~ Accadia, Herzliya ~  
Dan, Tel Aviv ~ Dan Panorama, Tel Aviv ~ Dan Eilat, Eilat ~ Dan Panorama, Eilat ~  
Dan Carmel, Haifa ~ Dan Panorama, Haifa ~ Dan Gardens, Haifa ~ Dan Caesarea, Caesarea ~  
Dan Gardens, Ashkelon*

#### **Media contact:**

Eric Goldberg at **WEILL**

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Phone: (212) 288-1144

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**From:** Constant Contact [support@constantcontact.com]  
**Sent:** Monday, August 28, 2006 4:44 PM  
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**Subject:** Your email campaign Israel Tourism Growth Shows Impressive Resilience Despite Rough July has been sent



## Email Campaign Confirmation

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#### **PRESS RELEASE**

### **ISRAEL TOURISM GROWTH SHOWS IMPRESSIVE RESILIENCE DESPITE ROUGH JULY**

**New York, NY- August 28, 2006:** The number of Americans that visited Israel in the first seven months of 2006 is 24% up over the same period of 2005. "This is highly encouraging," says Arie Sommer, Consul and Israel Tourism Commissioner for North and South America, "because it demonstrates that tourism to Israel bounced back dramatically during the first half of 2006, underscoring Americans' growing awareness of Israel as a spectacular travel destination."

For the first six months of 2006, American tourism to Israel was a whopping 32% up over the previous year. In July, tourism from the U.S. dropped 17% as a result of the conflict on the Lebanon border. "The relatively small percentage of decrease - just 17% - during a time when Israel was splashed across every headline and news outlet is also particularly encouraging,"

Sommer continued, "because it emphasizes the firm bonds that unite our two countries."

Tourism is one of Israel's main sources of foreign currency income. Even though the east coast of the United States is almost 6,000 miles from Israel, fully 30% of visitors to Israel hail from the United States and Canada. "In international tourism, this is virtually an unheard of statistic," observed Sommer, "because usually only a small fraction of a destination's visitors travel such distances."

NUMBER OF TOURISTS	First Six Months 2006	First Six Months 2005	Change
Worldwide	1,056,456	864,763	up 22%
From the USA	293,672	221,767	up 32%

NUMBER OF TOURISTS	Month of July 2006	Month of July 2005	Change
Worldwide	148,100	199,145	-26%
From the USA	38,967	46,832	-17%

As October is traditionally the heaviest month of the year for U.S. tourism to Israel, "we expect that by the end of 2006, we will have received more than a half million tourists from the USA," commented Sommer, "not an all-time record, but impressive nonetheless."

For further information on travel to Israel, please call the Israel Ministry of Tourism InfoCenter at 1-888-77- ISRAEL, or visit [www.goisrael.com](http://www.goisrael.com).

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**From:** Constant Contact [support@constantcontact.com]  
**Sent:** Friday, September 08, 2006 4:22 PM  
**To:** nlarabaeza@geoffreyweill.com  
**Subject:** Your email campaign Akko's Hamman Museum Recalls The Heyday Of The Mideastern Spa has been sent



## Email Campaign Confirmation

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171 0:39

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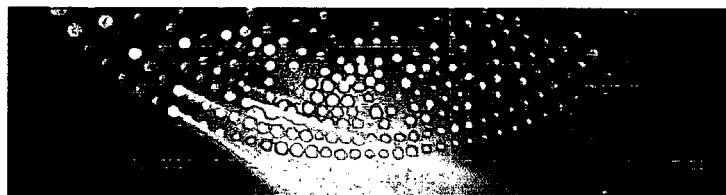
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### **PRESS RELEASE**

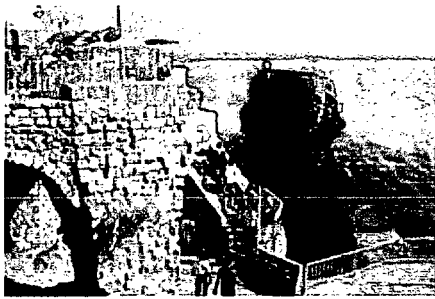
## **AKKO'S HAMMAM MUSEUM RECALLS THE HEYDAY OF THE MIDEASTERN SPA**

**New York, NY- September 8, 2006:** One of the oldest continually inhabited cities in the world, the Mediterranean port of Akko (or Acre in English) is located at the north end of Haifa Bay. Its beautiful natural harbor has drawn sailors, traders and visitors over the centuries, and it became the last capital of the Crusader Kingdom in the twelfth century.

The El-Basha Turkish Bath - or *hammam* - was built by the Ottoman Turks in 1795, and has recently been transformed into one of Israel's most charming museums.



Abandoned since the late 1950's, the El-Basha Hammam is today a giant and elegant network of marble-lined steam rooms, domed massage areas, ornate scrubbing rooms and relaxation chambers. Here, in a ritual invented millennia ago by the Romans, Ottoman Turks would soothe away the day's aches, sweat and grime in an atmosphere where gossip was exchanged while bodies were soaked, near-boiled and then lain atop marble slabs to be scrubbed clean by beefy masseurs.



The ramparts, Akko.

The whole experience has been captured in the new "Hamman Museum" that was the first in a series of restorations undertaken in Akko since it's old city was named a **UNESCO Heritage Site** in 2002. Audio-visual elements tell the story of the place. Pewter sculptures of bathers recreate the sultry atmosphere of the Turkish Bath. Towels hang out to dry. Light is exquisitely admitted through the ancient windows in the *hammam's* dome.

Akko, twenty minutes north of Haifa and an hour and half from Tel Aviv, is a delightful port. Waves crash against the ramparts and fishing boats bob in the harbor. Its **Ahmed Jazzar Mosque** is Israel's largest outside Jerusalem. Akko's underground **Crusader City** has been magnificently restored and its fascinating network of vaulted halls and chambers has been artistically illuminated. Other landmarks include several **Crusader-era churches**, the massive **fortress** built by the Knights Hospitaller, the **Turkish Caravanserai** market and the **Akko Jail** (the 1946 raid on Akko jail was immortalized in the movie *Exodus*), and the tiered **Ottoman clock tower**.



Spice stall in the Akko bazaar.

Akko is one of the six sites in Israel awarded UNESCO Heritage status. The others are at Megido, Hazor and Beer Sheba, the Spice Route in the Negev which includes the remains of the ancient cities Mamshit, Avdat, Haluza and Shivta, the Old City of Jerusalem, Masada, and the Bauhaus architecture of Tel Aviv's "White City."

**Media contacts:**

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**Nestor Lara-Baeza**

**From:** Constant Contact [support@constantcontact.com]  
**Sent:** Monday, September 11, 2006 6:00 PM  
**To:** nlarabaeza@geoffreyweill.com  
**Subject:** Your email campaign Akko's Hamman Museum Recalls The Heyday Of The Mideastern Spa has been sent



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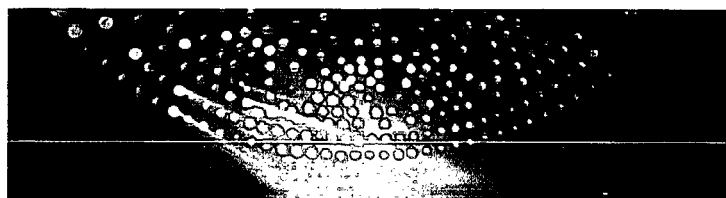
MINISTRY OF TOURISM STATE OF ISRAEL

**PRESS RELEASE**

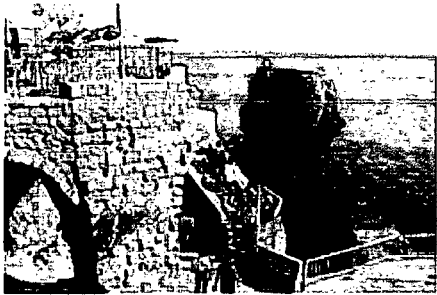
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**From:** Constant Contact [support@constantcontact.com]  
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MINISTRY OF TOURISM STATE OF ISRAEL

#### **PRESS RELEASE**

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**To:** nlarabaeza@geoffreyweill.com  
**Subject:** Your email campaign Feast of the Tabernacles October 2006 has been sent

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### Subject: Feast of the Tabernacles October 2006

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#### PRESS RELEASE

### FEAST OF THE TABERNACLES OCTOBER 2006

#### *Thousands of Christians Set to Celebrate Biblical Thanksgiving Holiday in Jerusalem*

**New York, NY- September 12, 2006:** The Hebrew word "Sukkot" means "booths" or tents, the temporary dwellings in which the Children of Israel lived during their 40 years of wandering after their Exodus from Egypt. The joyous seven-day annual festival of Sukkot celebrates the gathering of the harvest, the coming of the rains, and occurs this year from October 7-14, 2006.

For Christians, *Sukkot* is called the "Feast of the Tabernacles." In recent years it has evolved into a public celebration of joy and faith and, for many Christians, a declaration of the depth of their devotion not only to their faith but also to both the Land and the State of Israel.

For the past quarter century the International Christian Embassy in Jerusalem (ICEJ) has sponsored a giant Feast of the Tabernacles event called "The Great Hosanna." Celebrations are highlighted by a massive march in Jerusalem, seminars, and public gatherings that combine bible study, prayer, and the fellowship of thousands of visiting Christians from over 70 nations. The Feast of the Tabernacle is characterized by powerful moments of praise and worship and inspirational performances by singers, musicians, and dancers from around the world.



This year the dramatic sunset opening ceremonies and dinner will be at the lush oasis of Ein Gedi overlooking the Dead Sea, and then continue into Jerusalem. "Feast of the Tabernacles 2006" highlights include Israel Night on Thursday, October 12th at Sultan's Pool, as well as The Jerusalem March and a variety of events in and around Jerusalem on the last night.

A "Young Adults Feast" 10-day Tour is also planned for those between the ages of 18-30. This tour is designed to attract young Christians from all over the world to explore and enjoy adventures in the land of the Bible and connect with others who share the experience. ICEJ is also sponsoring 'Kingdom Kids' at the Feast for children under the age of 12.



For more information about the Feast of Tabernacles 2006, or for a printable registration form, click on: [www.icej.org](http://www.icej.org)

For information on the Young Adult Feast program please contact: [grafted@icej.org](mailto:grafted@icej.org)

**Media contacts:**

Eric Goldberg and Janet Rodgers at WEILL  
 Email: [jrogers@hotmail.com](mailto:jrogers@hotmail.com)  
 Email: [egoldberg@geoffreyweill.com](mailto:egoldberg@geoffreyweill.com)  
 Phone: (212) 288-1144

Ruth Mekel at the Israel Ministry of Tourism  
 Email: [ruthmekel@imot.org](mailto:ruthmekel@imot.org)  
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6:06 PM - 11/11/06

09-12-2006 11:09:39  
COMMUNICATIONS/REGISTRATION UNIT

**Nestor Lara-Baeza**

**From:** Constant Contact [support@constantcontact.com]  
**Sent:** Tuesday, September 12, 2006 5:11 PM  
**To:** nlarabaeza@geoffreyweill.com  
**Subject:** Your email campaign Israel Tourism Ministry & Presidents' Conference Launch Joint Tourism Appeal Over High Holy Days has been sent



## Email Campaign Confirmation

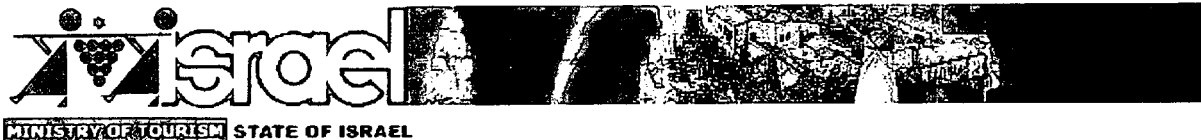
Dear Geoffrey Weill,

Your email campaign, named Israel-- Taking you higher, was sent on 09/12/2006 around 5:10 PM EDT.

Below is a copy of the HTML version your subscribers received. Don't forget, you can easily monitor the effectiveness of your campaign by visiting the Email Campaign Tracking area of your Constant Contact home page for real-time metrics and stats.

### **Subject: Israel Tourism Ministry & Presidents' Conference Launch Joint Tourism Appeal Over High Holy Days**

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#### **PRESS RELEASE**

### **"TAKING YOU HIGHER"**

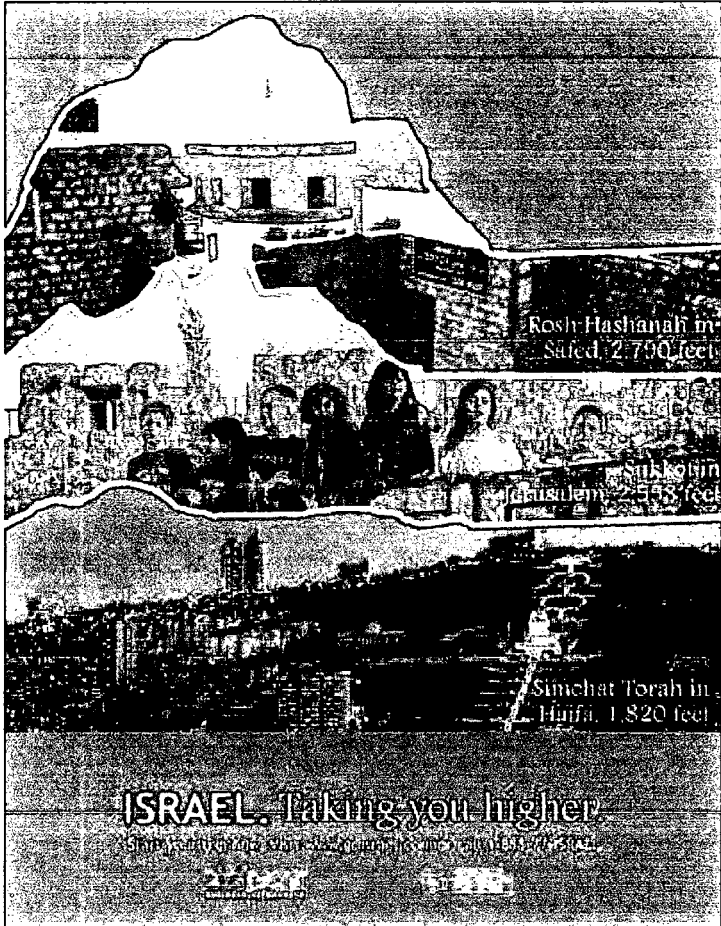


### **ISRAEL TOURISM MINISTRY & PRESIDENTS' CONFERENCE LAUNCH JOINT TOURISM APPEAL OVER HIGH HOLY DAYS**

**New York, NY - September 12, 2006:-** "Israel: Taking you higher," is the theme of a tourism promotion campaign being launched in the United States over the High Holy Days by Israel's Ministry of Tourism and the Conference of Presidents of Major American Jewish Organizations. "Israel had a difficult summer, one that was particularly hard on the tourism industry in the northern part of the country," explained Malcolm Hoenlein, Executive Vice-President of the Presidents' Conference, "so we are urging American Jews to make the commitment over Rosh Hashana and Yom Kippur to visit Israel very soon."

The campaign was created by the Israel Ministry of Tourism to emphasize how visiting Israel 'heightens the senses, heightens awareness, heightens faith and heightens identification.' "We chose this theme," says Consul Arie Sommer, Israel Tourism Commissioner for North and South America, "because it enables us to stress parts of Israel that are high in altitude - like Safed and Haifa - cities that suffered especially during the war, yet which have now bounced back to 'business as usual.'"

Synagogues in fifty states are being urged to place "Taking your higher" flyers on synagogue seats during High Holy Day services, and rabbis are being asked to encourage tourism during their holiday sermons. The flyers' message urges Jews to "Make the decision now to visit Israel soon." A quarter million "Taking you higher" messages are expected to be distributed in synagogues this month.



Tourism is one of Israel's chief sources of foreign currency income. "Tourism to Israel was up 24% in the first seven months of 2006, but it dropped a modest 17% during the wartime month of July," says Sommer. During the month-long war, most American tourists rearranged their itineraries to concentrate on central and southern Israel, "but tourism has now returned to the towns, hotels and streets of the north," adds Sommer.

For further information on travel to Israel, call the Israel Ministry of Tourism InfoCenter at 1-888-77-ISRAEL, or visit [www.goisrael.com](http://www.goisrael.com).

**Media contacts:**

Eric Goldberg and Janet Rodgers at WEILL  
Email: [jrogers@hotmail.com](mailto:jrogers@hotmail.com)  
Email: [egoldberg@geoffreyweill.com](mailto:egoldberg@geoffreyweill.com)  
Phone: (212) 288-1144

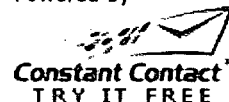
Ruth Mekel at the Israel Ministry of Tourism  
Email: [ruthmekel@imot.org](mailto:ruthmekel@imot.org)  
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New York, NY 10017

4:00PM - Sharp

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or Nestor Lara-Baeza 212-288-1144 [nlarabaeza@geoffreyweill.com](mailto:nlarabaeza@geoffreyweill.com).

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6/28/07 11:01 AM

**Nestor Lara-Baeza**

**From:** Constant Contact [support@constantcontact.com]  
**Sent:** Monday, September 18, 2006 3:28 PM  
**To:** nlarabaeza@geoffreyweill.com  
**Subject:** Your email campaign Photo Release: Dead Sea has been sent



Email Campaign Confirmation

Dear Geoffrey Weill,

Your email campaign, named Israel-- Dead Sea, was sent on 09/18/2006 around 3:27 PM EDT.

Below is a copy of the HTML version your subscribers received. Don't forget, you can easily monitor the effectiveness of your campaign by visiting the Email Campaign Tracking area of your Constant Contact home page for real-time metrics and stats.

**Subject: Photo Release: Dead Sea**

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2006-09-18 11:29:39  
CC: VISUAL ASSISTANCE UNIT



**Dead Sea, Israel (September 18, 2006):**- Tourism organizers and health and spa specialists from 20 countries attended a tourism promotion convention last weekend at Israel's Dead Sea resort of Ein Bokek. The health-giving properties of the Dead Sea water and its rich black mud have attracted visitors for millennia. Tourism is one of Israel's chief sources of foreign currency income, with up to 2.5 million visitors expected in 2006.

For further information on travel to Israel, call the Israel Ministry of Tourism InfoCenter at 1-888-77-ISRAEL, or visit [www.goisrael.com](http://www.goisrael.com).

**Media contacts:**

Eric Goldberg and Janet Rodgers at WEILL  
Email: [jrodgers@hotmail.com](mailto:jrodgers@hotmail.com)  
Email: [egoldberg@geoffreyweill.com](mailto:egoldberg@geoffreyweill.com)  
Phone: (212) 288-1144

Ruth Mekel at the Israel Ministry of Tourism  
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2006 09 29 11:01 AM  
101.101.101.101

**Nestor Lara-Baeza**

**From:** Constant Contact [support@constantcontact.com]  
**Sent:** Thursday, September 21, 2006 4:50 PM  
**To:** nlarabaeza@geoffreyweill.com  
**Subject:** Your email campaign Media Alert & Invitation: Isaac Herzog Israel Minister of Tourism has been sent



## Email Campaign Confirmation

Dear Geoffrey Weill,

Your email campaign, named Israel - Christian Media Alert and Invitation NYC, was sent on 09/21/2006 around 4:50 PM EDT.

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**Subject: Media Alert & Invitation: Isaac Herzog Israel Minister of Tourism**



MINISTRY OF TOURISM STATE OF ISRAEL

**Media Alert & Invitation:**

***PRESS CONFERENCE WITH CHRISTIAN MEDIA***

**Tuesday, September 26, 2006**

**Guest of Honor**

**Isaac Herzog**

***Israel Minister of Tourism***

***Member of the Security Cabinet &***

***Official Spokesman for the Government of Israel***

***during the Lebanon War 2006***

**Hear about:**

2007-10-11 11:09:39  
CENTRAL-AMERICAN-UNITED

The current state of tourism to the Holy Land  
The Middle East Peace Process  
The 2008 visit to Israel of His Holiness Pope Benedict XVI

Q and A

New York Helmsley Hotel  
212 East 42nd Street, New York

Tuesday, September 26, 2006

2:00PM - Sharp

RSVP BY SEPTEMBER 22 @ 5PM to Nestor Lara-Baeza 212-288-1144  
[nlarabaeza@geoffreyweill.com](mailto:nlarabaeza@geoffreyweill.com)

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09/29/2006 1:01:00 PM

**Nestor Lara-Baeza**

**From:** Constant Contact [support@constantcontact.com]

**Sent:** Friday, September 29, 2006 4:53 PM

**To:** nlarabaeza@geoffreyweill.com

**Subject:** Your email campaign Israel Tourism Minister, Isaac Herzog Wraps Up New York Visit On A "High" has been sent



**Email Campaign Confirmation**

Dear Geoffrey Weill,

Your email campaign, named Israel-- Minister Visit - 2, was sent on 09/29/2006 around 4:52 PM EDT.

Below is a copy of the HTML version your subscribers received. Don't forget, you can easily monitor the effectiveness of your campaign by visiting the Email Campaign Tracking area of your Constant Contact home page for real-time metrics and stats.

**Subject: Israel Tourism Minister, Isaac Herzog Wraps Up New York Visit On A "High"**

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**PRESS RELEASE**

**Israel Tourism Minister, Isaac Herzog Wraps Up New York Visit On A "High"**

**New York, NY- September 29, 2006:** During his first brief visit to New York as Minister of Tourism, Isaac Herzog this week brought Israel's tourism message to audiences as disparate as the press, leaders of the Christian and Jewish communities, travel industry leaders and tour operators and attendees at a Columbia University symposium on the humanitarian crisis in Darfur.

Centerpiece of Herzog's three days in New York was the launch of two parallel promotional campaigns designed to

reinvigorate the flow of tourists from North America after the summer hostilities in Lebanon. "Israel: Taking you higher," is the theme of a tourism promotion drive launched over the High Holy Days by the Ministry of Tourism, an effort that subtly aligns the spiritual and emotional high of visiting Israel, with visits to three of Israel's highest altitude cities - two of which, Haifa and Safed, featured prominently during the summer Hezbollah attacks.

The second campaign kicked-off during Herzog's visit is television advertising that will run on select TV stations in the New York metropolitan area, as well as in Los Angeles and South Florida. Fast-paced advertisements urge Americans to see the calm and normalcy of what is happening "right now" in Israel. Similarly themed television and radio commercials will also run on Christian media featuring testimonials by a variety of prominent Christian leaders.

Tourism is one of Israel's chief sources of foreign currency income. "Despite the understandable drop in tourism this summer, we are back on track," said Herzog, "and we are now building towards three years of events and celebration surrounding the 40th anniversary of the reunification of Jerusalem in 2007; Israel's 60th anniversary and the visit to Israel of the Pope - both in 2008; and the centenary of Tel Aviv in 2009."

To know more about visiting Israel, visit [www.goisrael.com](http://www.goisrael.com)

**Media contacts:**

Janet Rodgers and Eric Goldberg at WEILL  
Email: [jrodgers@hotmail.com](mailto:jrodgers@hotmail.com)  
Email: [egoldberg@geoffreyweill.com](mailto:egoldberg@geoffreyweill.com)  
Phone: (212) 288-1144

Ruth Mekel at the Israel Ministry of Tourism  
Email: [ruthmekel@imot.org](mailto:ruthmekel@imot.org)  
Phone: (212) 499-5647

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**From:** Constant Contact [support@constantcontact.com]  
**Sent:** Thursday, October 05, 2006 2:31 PM  
**To:** nlarabaeza@geoffreyweill.com  
**Subject:** Your email campaign Israel Government Tourist Office Opens Atlanta Branch has been sent



## Email Campaign Confirmation

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CC: nlarabaeza@geoffreyweill.com

### Subject: Israel Government Tourist Office Opens Atlanta Branch

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#### PRESS RELEASE

## ISRAEL GOVERNMENT TOURIST OFFICE OPENS ATLANTA BRANCH

**New York, NY- October 5, 2006:** Israel's Ministry of Tourism has opened an Israel Government Tourist Office in Atlanta, it was announced today by Consul Arie Sommer, Israel Tourism Commissioner for North and South America. "We chose Atlanta because the southern states - sometimes called 'The Bible Belt' - are one of the heartlands of Christian America," says Sommer, "and Atlanta is the commercial and transportation hub of the South." Christians make up some 35% of American tourism to Israel. Additionally, significant numbers of tourists from southern Florida and Texas visit Israel every year.

Heading the Atlanta branch is Joe Diaz, a 14-year veteran of Delta Airlines, whose title is Director for the Israel Government Tourist Office in the Southern USA. The office's director of marketing, Rena Kahn, has been working on behalf of the Israel Ministry of Tourism since 2005.

“Our goal is that by the time Israel celebrates its 60th anniversary in 2008, we will welcome a million American tourists every year,” says Sommer. The opening of the office in Atlanta is in fact a re- opening; the first Israel Government Tourist Office for the Southern USA opened in Atlanta in the 1970’s, and later moved to Houston, and then to Dallas. “We are delighted to be back home in Georgia,” observed Sommer.

The Israel Government Tourist Office is located at 1349 West Peachtree Street, Suite 1799, Atlanta GA 30309; telephone 404-541-2770.

To know more about visiting Israel, visit [www.goisrael.com](http://www.goisrael.com)

**Media contacts:**

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Email: [egoldberg@geoffreyweill.com](mailto:egoldberg@geoffreyweill.com)

Phone: (212) 288-1144

Ruth Mekel at the Israel Ministry of Tourism

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**Sent:** Tuesday, October 17, 2006 5:50 PM  
**To:** nlarabaeza@geoffreyweill.com  
**Subject:** Your email campaign Israel Tourism Given Boost At Prestigious US Travel Awards Event has been sent



## Email Campaign Confirmation

Dear Geoffrey Weill,

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#### PRESS RELEASE

## ISRAEL TOURISM GIVEN BOOST AT PRESTIGIOUS US TRAVEL AWARDS EVENT

**New York, NY- October 17, 2006:** Israel's tourism received a significant boost last night at the annual Readers' Choice Awards event sponsored by *Condé Nast Traveler* magazine, considered by many as the world's most influential travel magazine. Every year, the magazine's million+ readers are canvassed for their opinions of the world's best destinations, hotels and resorts, and the results are published in the magazine's November issue.

Jerusalem was voted "Best City in the Middle East," with Beirut and Dubai placing second and third. Moreover, of the "top ten" hotels in the Middle East, five are in Jerusalem: The King David, David's Citadel, Inbal, Regency and Dan Panorama.

10/17/2006

Last night's awards contrast dramatically with the results of a similar "readers' choice awards" poll published this month by the magazine's British counterpart, *Condé Nast Traveller*, in which no hotels or cities in Israel scored a mention. "Last night's awards attest to the enormous affection American travelers have for Israel," commented Arie Sommer, Israel's Tourism Commissioner for North and South America.

The awards were presented at a star-studded, Black Tie event at the American Museum of Natural History, and, for the first time ever, were recorded for telecast; it will be broadcast nationwide on the Travel Channel on October 25. Presenters included movie stars Liam Neeson, Natasha Richardson, Marcia Gay Harden and comedienne, Sarah Bernhardt.

To know more about visiting Israel, visit [www.goisrael.com](http://www.goisrael.com)

**Media contacts:**

Janet Rodgers and Eric Goldberg at WEILL  
Email: [jrogers@geoffreyweill.com](mailto:jrogers@geoffreyweill.com)  
Email: [egoldberg@geoffreyweill.com](mailto:egoldberg@geoffreyweill.com)  
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Ruth Mekel at the Israel Ministry of Tourism  
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**From:** Constant Contact [support@constantcontact.com]  
**Sent:** Thursday, October 19, 2006 3:43 PM  
**To:** nlarabaeza@geoffreyweill.com  
**Subject:** Your email campaign A Streetcar Named Jerusalem has been sent

2007-10-19 11:09 AM  
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## Email Campaign Confirmation

Dear Geoffrey Weill,

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### Subject: A Streetcar Named Jerusalem

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MINISTRY OF TOURISM STATE OF ISRAEL

#### PRESS RELEASE

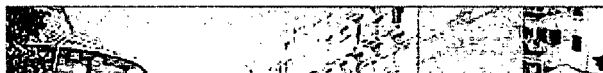
## “A STREETCAR NAMED JERUSALEM”



### New Light Railroad Set To Ease Congestion In Israel's Capital

**New York, NY- October 19, 2006:** “Aimed to lure Israelis out of their cars, the \$400+ hundred million dollar Jerusalem Light Railroad project has gained a full head of steam and progress is zooming along,” says Consul Arie Sommer, Israel’s Tourism Commissioner for North and South America.

The Light Rail, a combination street-car and subway line, will operate mostly



above-ground and the first of seven lines is scheduled to open early next year.

There will be twenty-four stations along the first route, with many located at major sight-seeing destinations -- a major plus for tourists. This first line will extend 8 miles from the northern suburb of Pisgat Ze'ev, past Sho'afat, French Hill, Shivtei Israel and to the ancient walls of the Old City at the Damascus Gate. It then curves through the center of Jerusalem with stops at King George Street, the Mahane Yehuda market, the Jerusalem Bus Station at Jaffa West, and on through Bet Hakerem to Mount Herzl and Yad Vashem.

The ecologically friendly trains are expected to serve 100,000 passengers a day, greatly easing traffic congestion in Israel's capital, home to three-quarters of a million people.

The Light Rail is designed for easy access to all passengers, and is planned to run every 3-5 minutes during peak hours with digitally updated schedules and information displays. The street-cars will glide virtually silently. Far more efficient than buses, each car can carry up to 250-passengers, and cars can be added or subtracted according to demand. A non-consumer of oil, light rail power is fed overhead, by the same kind of electricity supplied to homes.

"The improvements to Jerusalem's infrastructure and quality of life on completion of this extraordinary project," commented Sommer, "will augur incalculable improvements in terms of traffic flow, safety, health, ease, efficiency and visitor-friendliness."

To know more about visiting Israel, visit [www.goisrael.com](http://www.goisrael.com)

**Media contacts:**

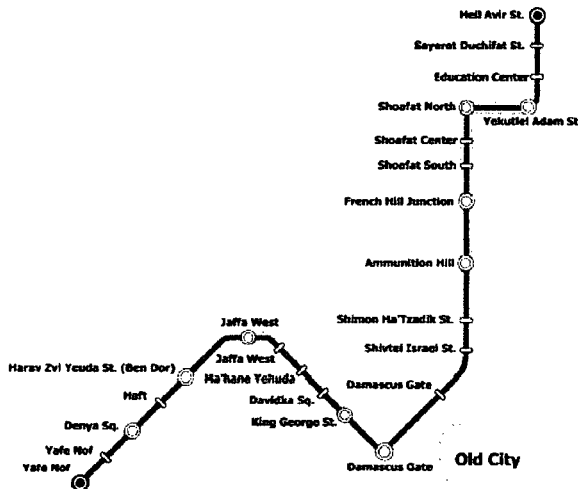
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**Stations Along The First LRT Alignment**



Ruth Mekel at the Israel Ministry of Tourism

Email: [ruthmekel@imot.org](mailto:ruthmekel@imot.org)

Phone: (212) 499-5647

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**Nestor Lara-Baeza**

**From:** Constant Contact [support@constantcontact.com]

**Sent:** Wednesday, November 01, 2006 3:45 PM

**To:** nlarabaeza@geoffreyweill.com

**Subject:** Your email campaign Israel Launches Fall/Winter Tourism Advertising Campaign has been sent



## Email Campaign Confirmation

Dear Geoffrey Weill,

Your email campaign, named ISRAEL-- \$150 Million, was sent on 11/01/2006 around 3:44 PM EST.

Below is a copy of the HTML version your subscribers received. Don't forget, you can easily monitor the effectiveness of your campaign by visiting the Email Campaign Tracking area of your Constant Contact home page for real-time metrics and stats.

11/01/2006 3:44 PM  
1 - 11/01/2006

### Subject: Israel Launches Fall/Winter Tourism Advertising Campaign

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MINISTRY OF TOURISM STATE OF ISRAEL

#### PRESS RELEASE

## ISRAEL LAUNCHES FALL/WINTER TOURISM ADVERTISING CAMPAIGN



### *Country Plans To Spend \$150 Million On Tourism Promotion Over Three Years*

**New York, NY- October 31, 2006:** Israel's Ministry of Tourism is undertaking a multi-faceted advertising campaign designed to draw visitors to Israel now, says Arie Sommer, Israel's Tourism Commissioner for North and South America. "The advertising is designed to depict the real Israel," says Sommer, "and that all in Israel is calm, normal and 'happening.'" The campaign is designed to change American's image of Israel as a travel destination. "Everyone knows that Israel is the Promised Land, that Israel is the Holy Land," explains Sommer, "but what many

don't know is that we are a westernized, high-tech Mediterranean country boasting extraordinary culture, restaurants, attractions, fashion, nightlife and a general sense of hipness and well-being."

The launch coincides with the request made this weekend by Minister of Tourism, Isaac Herzog, for a three-year special budget of \$150 million to promote tourism to the country. The plan, supported by Prime Minister Ehud Olmert, will include an emphasis on upscale tourism to Israel, as well as the opening of Israel's skies to budget airlines.

In the current campaign, 30-second TV commercials are appearing in key zip codes in the New York metropolitan area, as well as in southern Florida and Los Angeles. "The television commercials are part of a three-prong effort to shore up tourism to Israel in the wake of a difficult summer," Sommer explained. "Through June, tourism from the United States was up 37% in 2006 and Israel had been on the road to its best tourism year in our history," Sommer said, "but while tourists continued to arrive over the summer, we nevertheless experienced a drop of some 40% as a result of the war."

In addition to TV advertising, the Ministry of Tourism launched a special tourism campaign to reach Jewish Americans over the Jewish high holidays as well as a series of targeted television commercials across the country on Christian television.

The commercials appearing in New York, Florida and Los Angeles are an updated version of the advertising that ran in the United States earlier this year depicting a fast-paced mélange of scenes, touristic images and activities the public might not automatically associate with Israel, that then climaxes with the punch-line: "*Israel. Who knew?*" "The new version continues the "*Who knew?*" punch-line," explains Sommer, "but underscores that all the scenes depicted in the commercial are happening in Israel right now."

"In the wake the events of the summer," explained Sommer, "it is vital for us to get across the message that tourism in Israel is entirely back to normal, that the beaches, cities and tourist sites are open, tourists are coming and that the country is ready, willing and more than able to welcome hundreds of thousands of more visitors this year."

To know more about visiting Israel, visit [www.goisrael.com](http://www.goisrael.com)

**Media contacts:**

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UNESCO DESIGNATION UNIT  
11/03/06 11:07 AM

**Nestor Lara-Baeza**

**From:** Constant Contact [support@constantcontact.com]  
**Sent:** Friday, November 03, 2006 11:07 AM  
**To:** nlarabaeza@geoffreyweill.com  
**Subject:** Your email campaign UNESCO Designates Six World Heritage Sites In Israel has been sent



## Email Campaign Confirmation

Dear Geoffrey Weill,

Your email campaign, named ISRAEL-- UNESCO, was sent on 11/03/2006 around 11:07 AM EST.

Below is a copy of the HTML version your subscribers received. Don't forget, you can easily monitor the effectiveness of your campaign by visiting the Email Campaign Tracking area of your Constant Contact home page for real-time metrics and stats.

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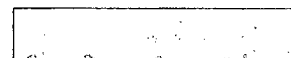
#### PRESS RELEASE

## UNESCO DESIGNATES SIX "WORLD HERITAGE SITES" IN ISRAEL

**New York, NY- November 3, 2006:** For a country small in size, Israel is extraordinarily rich in history and has been awarded World Heritage status for six extraordinary sites - with more than twenty others under consideration. "We are delighted that so many of the sites that have thrilled and inspired millions of visitors to Israel have been added to this rich and diverse international treasury," says Consul Arie Sommer, Israel Tourism Commissioner, North and South America.

### UNESCO World Heritage Sites in Israel

**OLD CITY OF JERUSALEM:** The holy city for Judaism, Christianity and

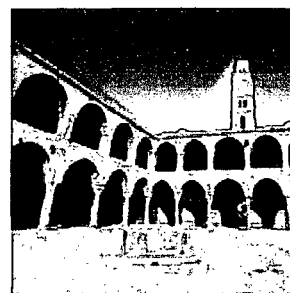


Islam, Jerusalem was originally built by King David three thousand years ago and has held enormous symbolic significance to the world ever since. Today capital of the reborn State of Israel, its wide ramparts, seven gates, 34 towers, the citadel, its four residential quarters, the Western Wall, the Via Dolorosa, the Church of the Holy Sepulcher, the Temple Mount, the Dome of the Rock, and over 200 other historic monuments are eternal landmarks that stand, incredibly, all within the confines of a mere square mile.



**MASADA:** a 90-minute drive from Jerusalem, Masada is a rugged natural fortress of majestic beauty in the Judean Desert overlooking the Dead Sea. This is the site of the last stand of Jewish patriots facing the Roman army siege almost 2,100 years ago. It was built as a palace complex in the classic style of the early Roman Empire by Herod the Great, King of Judea, who reigned two thousand years ago. The camps, fortifications and assault ramps that encircle the monument constitute the most complete Roman siege works surviving to the present day.

**AKKO (ACRE):** 20 minutes from Haifa, Israel's northernmost city, Akko is an historic walled port-city and was the original link between Egypt and Phoenicia over 4,000 years ago. Today one can see Ottoman 18th and 19th century iconic citadels, mosques, inns and baths. Capital of the medieval Crusader Kingdom from 1104 to 1291, much of medieval Akko, remarkably, exist today almost intact, both above and below street level. Akko provides an exceptional "snap shot" of Crusader architecture.



**TEL AVIV's "White City":** Tel Aviv was founded in 1909 as a garden suburb of ancient Jaffa. Construction of the area known today as "The White City" was begun in the early 1930's mostly by German-émigré architects who had studied Le Corbusier and Mies van der Rohe's "functional aesthetic" at the Bauhaus in Dessau.

Eventually called the "International Style," it is characterized by flat roofs, small horizontal windows, shade-providing columns, curved balconies, minimal ornamentation, reinforced concrete construction and white-washed exteriors.

Today, Tel Aviv has the largest number of Bauhaus/International-style buildings of any city in the world.

**DESERT CITIES:** The four ancient Nabatean towns of **Haluza**, **Mamshit**, **Avdat** and **Shivta** in the Negev Desert define the spice and incense routes that ran millennia ago from south Arabia to the Mediterranean Sea. These towns flourished for over 500 years until the second century. Today the remains and excavations of fortresses, sophisticated irrigation systems, forts, and inns bear witness to the way in which the harsh desert was settled for trade and agriculture.



**BIBLICAL TELS:** A Tel is Hebrew for a pre-historic settlement mound - and Israel is home to more than two hundred. Those at **Megiddo**, **Hazor** and **Beer Sheba** are enormous outdoor treasuries of biblical artifacts. They present extraordinary examples of the dense urban community life in the Iron Age --fifteen centuries ago, complete with amazing details of

the agriculture, water-collecting, government, commerce and domestic life thousands of years ago.

Additional sites in Israel nominated for coveted UNESCO World Heritage status are:

- Tel Dan & Sources of the River Jordan
- Early Synagogues in the Galilee
- Sea of Galilee & its Ancient Sites
- Israel's Baha'i shrines
- Bet She'an
- Caesarea
- White Mosque in Ramle

"Inconvenient truths" about our planet abound and we can no longer ignore the glaring fragility of the earth and its treasures. The protection thus conferred by UNESCO (the United Nations Education, Scientific and Cultural Organization) to certain cultural/historic properties has become vitally important. UNESCO currently lists 830 properties world-wide that possess outstanding, universal "World Heritage" value, each of which must be shielded from the ravages of over-commercialization, war, weather, and the terrible tyranny of time.

Other UNESCO World Heritage sites include: historic centers of cities such as Prague, Vienna, Dubrovnik, Venice, Florence and Paris, the great cathedrals and castles of France and Germany, the Vatican and Forum in Rome, the Acropolis in Athens, the city of Havana, the Medina of Marrakesh, the Taj Mahal, the Pyramids, Petra, the Great Wall of China, Stonehenge, the Statue of Liberty, the Grand Canyon...and Auschwitz."

To know more about visiting Israel, visit [www.goisrael.com](http://www.goisrael.com)

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UNESCO DESIGNATION UNIT  
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**Nestor Lara-Baeza**

**From:** Constant Contact [support@constantcontact.com]

**Sent:** Friday, November 10, 2006 4:44 PM

**To:** nlarabaeza@geoffreyweill.com

**Subject:** Your email campaign Colossal New World-Class Terminal At Ben Gurion Airport has been sent



## Email Campaign Confirmation

Dear Geoffrey Weill,

Your email campaign, named ISRAEL-- Ben Gurion, was sent on 11/10/2006 around 4:44 PM EST.

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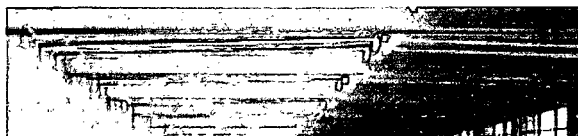
#### PRESS RELEASE

## ISRAEL'S NEW INTERNATIONAL AIRPORT TERMINAL



### *Colossal, Efficient, World-Class Yet Uniquely Israeli*

**Ben Gurion International Airport, Israel - November 10, 2006:** New airports are nothing new. They open as regularly as tulips in spring. Yet Israel's vast new international airport terminal located virtually midway between Tel Aviv and Jerusalem is a grand scale marvel of truly unique design and airiness.

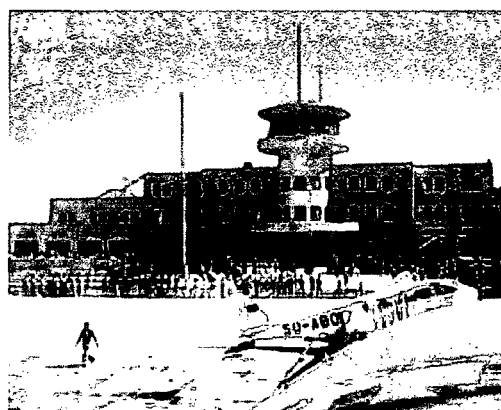


What sets the new Ben Gurion International Airport apart from dozens of other new airport terminals around the globe is its singular sense of place. Where most new airports are

concoctions of steel and concrete, this airport is fashioned from creamy Jerusalem limestone and glass. Frankfurt airport has its sex shops, Las Vegas airport has slot machines, London's airports have Harrods. What distinguishes Ben Gurion International Airport is its towering interior walls into which are cemented glorious sixth century Byzantine mosaics discovered during the airport's construction, as well as in Bet Shean and Caesarea.

The airport is home base of *El Al Israel Airlines* (as well as of Israel's *Israir* and *Arkia* airlines), and a regular port of call for more than 70 international air carriers. A recent survey of the readers of the much respected U.S. travel magazine, *Condé Nast Traveler*, showed that while some airports are considered best for their ease of connections and others for speedy baggage delivery, it is Israel's Ben Gurion International Airport that received top marks in the world for perceived safety. It's hardly surprising. The security measures first developed in the 1970's for Israel's airlines have become the benchmark for the world's air carriers, and when Tel Aviv's new airport was being developed, Israel's intense security and screening measures were so cleverly built into the airport's design that they seamless - unlike the untidy jumbles of screens, folding tables and snaking lines ubiquitous elsewhere.

Formerly known as Lod Airport because of its proximity to the town of Lod, or Lydda (birthplace of St. George - the one who went on to "slay the dragon"), Israel's number one airport is accustomed to setting precedents. When its spanking new *moderne* terminal was unveiled in 1936 by the British Mandatory government of Palestine, it was the largest air terminal in the world. It held that record for three years until the "North Terminal" was opened at Newark, New Jersey, in 1939. It is also the only airport in the world that operates only 364 days a year (365 days during leap year). Every fall, the entire airport shuts down for the 25-hour observance of Yom Kippur, Judaism's Day of Atonement.



Lydda Airport, 1936

The airport is colossal. Set on 6,800 acres, it is named for one of Israel's founding fathers and its first prime minister, David Ben-Gurion. The new terminal (known as Terminal 3) was a team project of Israeli and international architects that included Black and Veatch, Skidmore, Owings and Merrill (SOM), Moshe Safdie and Ram Karmi. (Terminal 1 - the glass sheathed "old terminal" that surrounds the original 1936 building, and the inverted-hammock-shaped Terminal 2, are used for domestic flights, charters and private jets.)



Ben Gurion Airport, 2006

As with all new airports, arriving and departing passengers are efficiently separated, but at the new Ben Gurion International Airport, the architects created elegant methods for them to interact without actually mingling. The moving floors of a giant, 300-yard "connector" ramp glide departing passengers from check-in downward past soaring glass windows to the stores and vastness of the departure lounge. At its central point, the ramp is grazed by an identical second ramp that conveys arriving

passengers down from their airplane to immigration and customs. The massive circular departure lounge has as its centerpiece a pool gently fed by water falling from a soaring skylight. The pool is surrounded by black- leather and chrome *Le Corbusier* armchairs - an ideal place to rest and be soothed by the sound of falling water - a dramatic contrast to the bustle and cacophony of so many airports. From the departure lounge, three massive piers lead to the individual departure gates - adjacent to which are "last minute" shops and coffee bars.

Amenities abound. The entire airport is a complimentary wi-fi zone, a boon for laptop toting passengers. There are four Business Class lounges and two First Class lounges. There are two shopping centers and restaurant areas. The first is located prior to passengers' passing through security, enabling departures to hark back to a gentler era with loved ones joining travelers at the airport for a farewell lunch, a café latte and tearful hugs. An even more immense shopping center and food court surround the main departure lounge. Another innovation unique to Israel is that departing Israeli passengers can shop-till-they-drop in the duty-free shops, then have their purchases stored for pick up when they return home.

In addition to its swirl of roads that attach the airport to the main Tel Aviv-Jerusalem expressway, the airport is also served by Israel Railways - whose trains glide silently into a sleek station beneath the terminal, making Tel Aviv, Jerusalem, Haifa, Netanya and points in between an easy-to-manage ride to and from Ben Gurion International Airport.

Full details of the airport can be found on the Israel Airports Authority website [www.iaa.gov.il](http://www.iaa.gov.il). A charming feature of the site is a brief movie chronicling the building of the new terminal.

To know more about visiting Israel, visit [www.goisrael.com](http://www.goisrael.com)

**Media contacts:**

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**From:** Constant Contact [support@constantcontact.com]  
**Sent:** Wednesday, December 06, 2006 11:29 AM  
**To:** nlarabaeza@geoffreyweill.com  
**Subject:** Your email campaign Israel Travel Snippets has been sent



## Email Campaign Confirmation

Dear Geoffrey Weill,

Your email campaign, named ISRAEL-- Snippets, was sent on 12/06/2006 around 11:29 AM EST.

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# ISRAEL TRAVEL SNIPPETS

## The Sea of Galilee: Run! Run! Run!



About 4,000 runners will dash off from Israel's lakeside city of Tiberias for the **30th International Tiberias Marathon** -- 42,195 beautiful meters (about 26-1/4 miles) -- on January 4, 2007.

Below sea level, the Sea of Galilee (Lake Kinneret) has always conveyed an alluring atmosphere of mystery as the shore is dotted with evocative

ancient Christian historic sites like Capernaum, Tabgha, the Mount of Beatitudes. Tiberias itself has been a winter resort since ancient times.

The 30th International Tiberias Marathon is actually the *grande finale* of an exciting week of activities and events. Everybody joins in the big pasta dinner on Wednesday night January 3 to stoke up before the race begins at 9 a.m. on January 4th. The shorter 10-km (6-1/4 mile race) race begins 10 minutes later.

Prize money totals more than \$100,000, and the winner could bring home almost \$40,000. Highly accomplished Ethiopian, Kenyan, and European runners have signed up. Minimum age is 19, and 15 for the 10-km run. Each participant will receive a special medal to commemorate the event.

Registration (electronic) closes December 31, 2006.

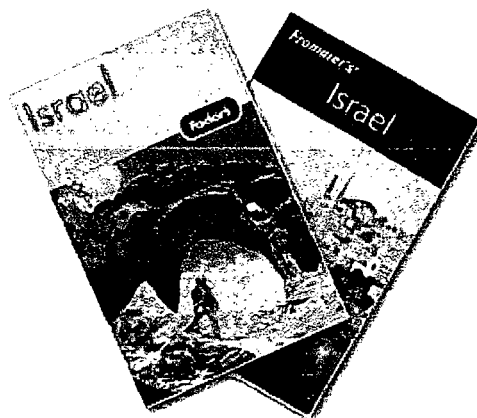
For further details, click on: [www.tiberias-marathon.co.il/en/](http://www.tiberias-marathon.co.il/en/)

E-mail: [office@tiberias-marathon.co.il](mailto:office@tiberias-marathon.co.il)

Or telephone 011-972-3-644-1649.

## Two Great New Israel Guidebooks

A smart, fresh, up-to-date guidebook is almost as good as having a good friend in a foreign country. The two new guidebooks now on the bookshelves were published by the two biggest U.S. publishing houses and represent a major vote of confidence in response to an increased demand from travelers -- tourism to Israel is up and travelers want to know what's new, what's fun, and what's special.

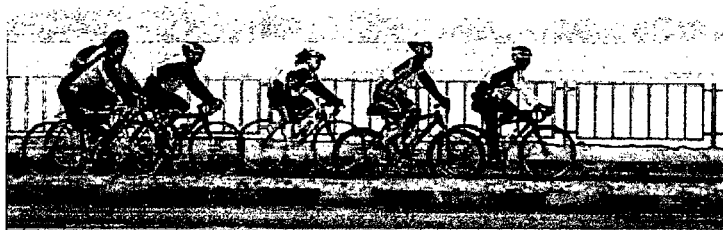


**Fodor's Israel** was released this summer, written by a staff of five experienced writers each with different areas of expertise. A fat 400 pages, *Fodor's Israel* includes important new information on the Negev and Northern Israel.

**Frommer's Israel**, written by Robert Ullian, hit bookstores in last month. Its hefty 519 pages, offers valuable specific suggestions on hotels, restaurants, major and minor sites, archeology updates, and family travel ideas written in collaboration with a savvy, bilingual five-year old Jerusalemite named Lyne!

If the *Lonely Planet* (Australia) plans a new Israel edition for 2007, can the British *Rough Guide* and the American *Let's Go: Israel* be far behind?

## Cycle the Circle Through Israel and Jordan around the Dead Sea



Lowest and saltiest place on the planet, Israel and Jordan are jointly hosting a big bike rally around the entire 260-km (162 mile) circumference of the Dead Sea - the first time ever - from January 24-26, 2007.

Three hundred riders from Israel, Jordan and all over the world, professionals and amateurs, will wheel side-by-side around the most astounding mountain-framed landscape on earth in three thrilling, hot, dry days. The goal: to promote the shared values of cooperation, environment protection, education, community, sports, health, and tourism.

For more information: [www.dead-sea.org.il/english](http://www.dead-sea.org.il/english)  
Or Biking in Israel: [www.bikeisrael.com](http://www.bikeisrael.com)

## Shake and Roll -- but do not Rattle! Three-Day Eilat Belly Dancing Festival January 18-20, 2007

Israeli belly dancing has evolved from a mix of ethnic styles ranging from classical Egyptian to Turkish Sufi, borrowing freely from Arabic rhythms as well as from ancient tribal and even a touch of cabaret. For those who love it or want to learn, Israel is the place to be right after the New Year.

The Grand Tulip Hotel and spa in Eilat will be belly-dance central for the fun three-day festival of gala performances, a competition to showcase undiscovered talent, and a colorful bazaar selling Israeli and Egyptian costumes, jewelry, CD's, and musical instruments. Side trips to Petra and Masada will also be available.



For further information, a video clip from last year, or for reservations, please click on <http://eilat.bellydancer.co.il/>

## Elephants *en route* to Israel Pachyderms to Roam in the Negev



Visitors to southern Israel will soon be able ride elephants in a park near Kibbutz Nahal Oz. Twenty to thirty females will be imported from Thailand to star in the new wildlife park now under construction.

This unique venture will anchor other tourism projects in the area, drawing more tourists to the beautiful open land of southern Israel. Modeled on a similar venture in Bali, the new park will replicate the Thai elephant's native habitat...astoundingly in the middle of the Negev desert!

To know more about visiting Israel, visit [www.goisrael.com](http://www.goisrael.com)

### Media contacts:

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2007/12/27 - 11:09:41 AM  
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**Nestor Lara-Baeza**

**From:** Constant Contact [support@constantcontact.com]  
**Sent:** Wednesday, December 20, 2006 1:37 PM  
**To:** nlarabaeza@geoffreyweill.com  
**Subject:** Your email campaign 18,000 Pilgrims Expected In Bethlehem This Christmas has been sent



## Email Campaign Confirmation

Dear Geoffrey Weill,

Your email campaign, named ISRAEL-- Shuttles, was sent on 12/20/2006 around 1:37 PM EST.

Below is a copy of the HTML version your subscribers received. Don't forget, you can easily monitor the effectiveness of your campaign by visiting the Email Campaign Tracking area of your Constant Contact home page for real-time metrics and stats.

### Subject: 18,000 Pilgrims Expected In Bethlehem This Christmas

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#### PRESS RELEASE

### SHUTTLES TO TRANSPORT ANTICIPATED 18,000 PILGRIMS AND TOURISTS BETWEEN JERUSALEM AND BETHLEHEM THIS CHRISTMAS

□

#### Open Access to Bethlehem and Holy Places Tops Israel's Agenda; Pilgrimage is a Bridge for Peace

**New York, NY - December 20, 2006:** Israel's Tourism Ministry will provide gratis transportation for thousands of tourists and pilgrims expected to travel to Bethlehem for traditional Christmas celebrations on December 24th and 25th, it was announced today by Arie Sommer, Israel Tourism Commissioner for North and South America.

Shuttles will run every half hour between Jerusalem and Bethlehem's Church of the Nativity from noon on the 24th to midday Christmas Day. Approximately 18,000 tourists are expected to travel between the two cities. All will receive holiday greetings and small gift from ministry representatives. Israel's capital, Jerusalem, is a fifteen minute drive from the ancient city of Bethlehem, a town under the administration of the Palestinian Authority.

"Free access to Bethlehem and all holy places tops Israel's agenda," says Tourism Minister Isaac Herzog. "Beyond our desire to ensure smooth passage for tourists, we are also cognizant of the importance of tourism to Bethlehem and the Palestinian economy and are cooperating with the Palestinian private sector," Herzog explained.



Bethlehem's Basilica of the Nativity dates from the 4th century.

Ahead of the holiday and upon the request of the Palestinian tourism industry, as well as the Vatican's representative to Israel and church leaders, Israel has authorized Bethlehem tour guides to lead tour groups to destinations in Israel. Hundreds of Gaza Christians will also be able to make the trip to visit family in the West Bank.

So far this year, an approximate 450,000 crossings of Christian pilgrims were registered between Jerusalem and Bethlehem.

Following a tour Wednesday to the Jerusalem-Bethlehem crossing, the Tourism Minister budgeted additional funds to improve tourist access. The ministry is also promoting cooperation with private Israeli and Palestinian partners to develop the crossing point between the two cities.

To know more about visiting Israel, visit [www.goisrael.com](http://www.goisrael.com)

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Email: [egoldberg@geoffreyweill.com](mailto:egoldberg@geoffreyweill.com)  
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Ruth Mekel at the Israel Ministry of Tourism  
Email: [ruthmekel@imot.org](mailto:ruthmekel@imot.org)  
Phone: (212) 499-5647

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**Los Angeles** • Director: Daniela Aharoni • Press Contact: Andrea London • 323-658-7463

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12/20/06 11:09:11

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**From:** Constant Contact [support@constantcontact.com]  
**Sent:** Wednesday, December 27, 2006 11:22 AM  
**To:** nlarabaeza@geoffreyweill.com  
**Subject:** Your email campaign Thousands Attend Christmas Parade In Nazareth has been sent



## Email Campaign Confirmation

Dear Geoffrey Weill,

Your email campaign, named ISRAEL-- Christmas Parade, was sent on 12/27/2006 around 11:21 AM EST.

Below is a copy of the HTML version your subscribers received. Don't forget, you can easily monitor the effectiveness of your campaign by visiting the Email Campaign Tracking area of your Constant Contact home page for real-time metrics and stats.

### Subject: Thousands Attend Christmas Parade In Nazareth

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PHOTO RELEASE

**THOUSANDS ATTEND CHRISTMAS PARADE IN NAZARETH**



**Nazareth, Israel - December 26, 2006:** Thousands of Israelis and tourists took part in Christmas celebrations in Nazareth, hometown of Jesus of Nazareth. Celebrants lined the city's main thoroughfare to watch the festive holiday parade complete with marching bands. Leaders of Israel's Christian communities participated in a holiday mass at Nazareth's Basilica of the Annunciation. Israel's Minister of Tourism, Isaac Herzog, and Nazareth Mayor, Ramez Jaraisi, delivered holiday greetings.

*Photo credit: Sasson Tiram*

To know more about visiting Israel, visit [www.goisrael.com](http://www.goisrael.com)

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COMMUNICATIONS/REGISTRATION UNIT  
10 16 AM '06

**Nestor Lara-Baeza**

**From:** Constant Contact [support@constantcontact.com]  
**Sent:** Wednesday, January 10, 2007 3:38 PM  
**To:** nlarabaeza@geoffreyweill.com  
**Subject:** Your email campaign Archaeology Opportunities In Israel This Summer has been sent



Email Campaign  
Confirmation

2007 JAN -1 11 09:42

Dear Geoffrey Weill,

Your email campaign, named ISRAEL-- Archaeology, was sent on 01/10/2007 around 3:37 PM EST.

Below is a copy of the HTML version your subscribers received. Don't forget, you can easily monitor the effectiveness of your campaign by visiting the Email Campaign Tracking area of your Constant Contact home page for real-time metrics and stats.

**Subject: Archaeology Opportunities In Israel This Summer**

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**PRESS RELEASE**

*The Nitty and Gritty Archaeology Opportunities this Summer*

**DIG THEY MUST**

**New York, NY - January 10, 2007:** Shake out your shovel, grab a hat with a big visor and consider joining one of the many major archaeological excavations scattered throughout the land of Israel this summer. The time is now to take advantage of the extraordinary opportunity to walk on and work in the very same soil where King David walked and where Jesus trod.

Thrills abound: Dust! Heat! Stones! Cold showers, sometimes warm. Brains! Brawn! Romance!... to say nothing of incredible excitement of finding authentic ancient treasures such as pottery, mosaics, glass, and gold -- methodically searched and excavated --- that are thousands of years old. Oh, and did we forget? Volunteers also get to work like slaves in the hot sun.

The big digs offer great opportunities to travel throughout Israel, as well as to live with, work and play with other volunteers from all over the world.

Not all of the hundreds of digs around the country are looking for extra hands, but those now accepting volunteers are on the Mediterranean seashore at Tel Dor and Yavney Yam, in the green Galilee at Bethsaida, Kursi, Hippos/Sussita, Hazor and Tel Bet Yerah, in the Negev Desert at Yotvata, Har Karkom, Tel Halif, and some in and around Jerusalem at Ramat Rachel, Mount Zion, nearby in Gezer and in Jerusalem itself to name a few.

The Jan/Feb 2007 issue of the Biblical Archaeology Review Magazine has just published an article describing the scene as well as a well-developed, excellent website: [www.findadig.com](http://www.findadig.com) for a comprehensive list of current excavations, and lively essays submitted by those intrepid souls who have led the way. They also index many of the archaeology academic programs in the U.S. and abroad.

To know more about visiting Israel, visit [www.goisrael.com](http://www.goisrael.com)

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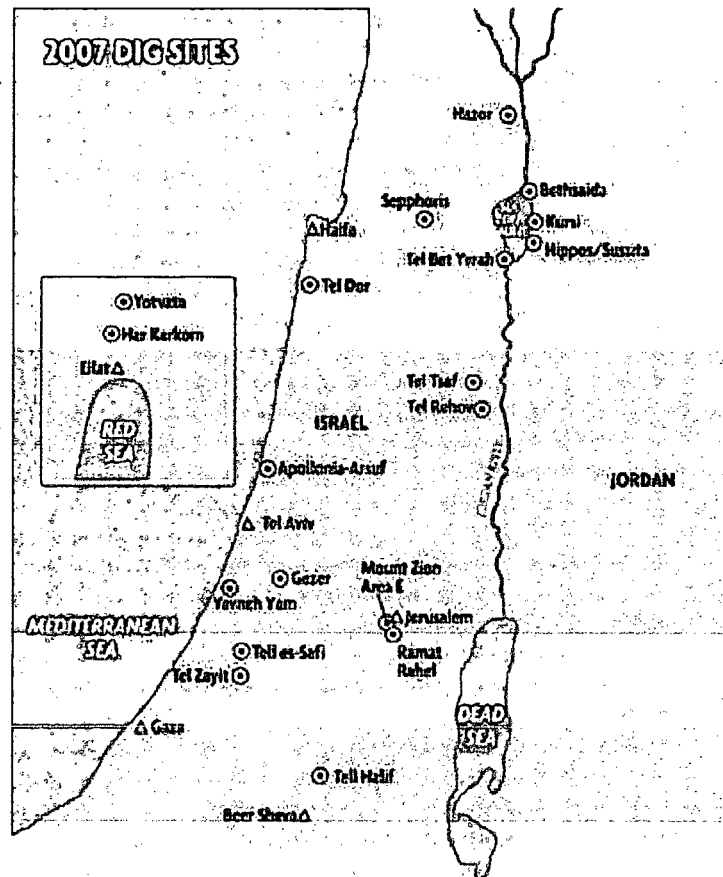
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**From:** Constant Contact [support@constantcontact.com]

**Sent:** Friday, February 02, 2007 2:11 PM

**To:** nlarabaeza@geoffreyweill.com

**Subject:** Your email campaign POPE TO UNDERSCORE IMPORTANCE OF VISITING THE HOLY LAND has been sent



## Email Campaign Confirmation

Dear Geoffrey Weill,

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**Subject: POPE TO UNDERSCORE IMPORTANCE OF VISITING THE HOLY LAND**

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**PHOTO RELEASE**

2007 FEB -1 AM 9:42  
COMM/ISS/REGISTRATION UNIT

3/20/2007



Rome, Italy - Pope Benedict XVI, Joseph Ratzinger, responds warmly to the appeal by Isaac Herzog, Israel's Minister of Tourism, to encourage Catholics to visit Israel. Mr. Herzog's request was delivered personally through his envoy in Rome, Suzanne Klagsbrun. Prior to his warm reception to the request, the Pope has also responded positively to an invitation to visit Israel in 2008.

To know more about visiting Israel, visit [www.goisrael.com](http://www.goisrael.com)

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Irene Badi

**From:** Israel Ministry Of Tourism [info@geoffreyweill.com]  
**Sent:** Wednesday, February 07, 2007 4:40 PM  
**To:** ibadi@geoffreyweill.com  
**Subject:** ISRAEL, BEAUTIFUL TOO FROM OUTER SPACE

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**PHOTO RELEASE**



**ISRAEL, BEAUTIFUL TOO FROM OUTER SPACE**

**Jerusalem, Israel - February 7, 2007:** - A moving encounter took place here between Isaac Herzog, Israel Minister of Tourism (center), the widow of Ilan Ramon - the first Israeli Astronaut, and Ramon's best friends and team members, NASA Astronauts Steven MacLean of the Canadian Space Agency (L), and Joseph Tanner of NASA (R). Ramon's widow, Rona, escorted the NASA delegation in Israel.

Ilan Ramon, the first Israeli astronaut and highly decorated Israeli Air Force officer, perished with the crew of the Space Shuttle Columbia four years ago at the end of a 16-day flight

dedicated to science. The Columbia was tragically destroyed in the air over Texas a mere 16 minutes prior to its scheduled landing.

In the emotional meeting, MacLean and Tanner said, "We are here to remember Ilan Ramon and his legacy. One of the most moving moments, that will be remembered forever, was his last transmission from the Columbia space shuttle describing how beautiful Israel looked, as seen from the shuttle's window. During our visit here today we feel and see...stepping on this ground...that Israel is one of the greatest places in the world, and the beaches of Tel- Aviv are beautiful --exactly as seen from space!"

To know more about visiting Israel, visit [www.goisrael.com](http://www.goisrael.com)

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**From:** Constant Contact [support@constantcontact.com]  
**Sent:** Wednesday, March 07, 2007 8:00 PM  
**To:** nlarabaeza@geoffreyweill.com  
**Subject:** Your email campaign The hills are alive with the sound of Zimriya: World Assembly of Choirs in Israel has been sent



## Email Campaign Confirmation

Dear Geoffrey Weill,

Your email campaign, named ISRAEL-- Zimriya---Choir Directors and Publications, was sent on 03/07/2007 around 8:00 PM EST.

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**Subject: The hills are alive with the sound of Zimriya: World Assembly of Choirs in Israel**

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**PRESS RELEASE**

*The hills are alive with the sound of...*

**ZIMRIYA!**

*World Assembly of Choirs in Israel  
July 30 - August 9, 2007*

**New York, NY - March 7, 2007:** Thousands of choral singers from all over the world will gather again in Jerusalem for the 21st Zimriya, July 30 - August 9, 2007. Hebrew for "The Song of God", The Zimriya will be set high on the Mount Scopus campus of the Hebrew University overlooking all of Jerusalem.

2007 03/07 - 1 11 09:43  
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**"Sing unto the Lord a new song and his praise from the end of the world"  
(Isaiah 42.10)**

A full, richly planned program includes high-energy workshops, guided tours, and performances. The workshops, led by world-renowned conductors, will take place in the mornings and afternoons. Evenings will offer open singing, choir-to-choir sessions under the starry skies often lasting until the early morning hours. At the end of the festival ... one, great gala concert.

There will be a guided tour of Jerusalem and on the weekend, choirs will tour the country, presenting concerts at various public locations.

The Zimriya, founded by Aharon Zvi Propes (1904-1978) in 1952 has taken place in Israel every three years, for over half a century.



The all-inclusive cost for 10 days of room, board and touring is only \$475 per person. Youth Choirs (for those over 14) as well as individual singers (ages 18-35) are all welcome. Individuals and choirs interested in attending are requested to return a questionnaire.

**Stellar Conductors to lead the Workshops:**



Néstor Enrique Andrenacci, Argentina  
aomi Faran, Israel  
Michael Gohl, Switzerland  
Volker Hempfling, Germany  
Avner Itai, Israel  
Andrew Parrott, UK  
Theodora Pavlovitch, Bulgaria  
Fred Sjöberg, Sweden  
Walter W. Whitman Jr, USA

*Ariel Ramirez: Misa Criolla*  
*Israeli Songs - Beauty and Harmony*  
International Choir  
*G. Puccini: Messa di Gloria*  
*Y. Braun: Eshet Chayil (Woman of Valor)*  
*G.F. Handel: Israel in Egypt*  
*Bulgarian Folk Music for female voices*  
Jazz-Pop Workshop  
Gospel Music Chicago Style

For further details and a registration form, please contact:

**The Zimriya**  
4 Aharonowitz Street  
63566 Tel Aviv, ISRAEL  
Tel: +972-3-5280 233  
Fax: +972-3-6299 524  
Email: [harzimco@netvision.net.il](mailto:harzimco@netvision.net.il)  
[www.zimriya.org.il](http://www.zimriya.org.il)

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1 - 151. 603  
11 9 43  
11 6 17

**Nestor Lara-Baeza**

**From:** Constant Contact [support@constantcontact.com]  
**Sent:** Monday, March 12, 2007 5:25 PM  
**To:** nlarabaeza@geoffreyweill.com  
**Subject:** Your email campaign Israel Travel Snippets has been sent



## Email Campaign Confirmation

Dear Geoffrey Weill,

Your email campaign, named ISRAEL-- Snippets 2, was sent on 03/12/2007 around 5:25 PM EDT.

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## ISRAEL TRAVEL SNIPPETS

### Jerusalem for the "Young and Restless"

**New York, NY - March 12, 2007 :** No matter what the image, there is always a large population of young guys and girls in Jerusalem who *just wanna have fun*. And to the surprise of many, Jerusalem does offer lots of fun for the young, the restless, the hungry, and thirsty too. In the center of the city, there are a number of good pubs and bars - jazz, folk, tapas - and weekend nights are danced away after midnight at vibrant (that is, loud) disco hot spots in the "downtown" hip Talpiot Industrial Zone.

For the first time in Israel, and no doubt to become the first of many, the "Lugar" pub opened this week at 6 Rav Akiva Street in the center of the city, serving good food and drinks -- but no alcohol! The Lugar has opened with the full support of the city to welcome and encourage teens to have fun, hang out, be cool and meet friends without having to drink liquor. The Lugar will

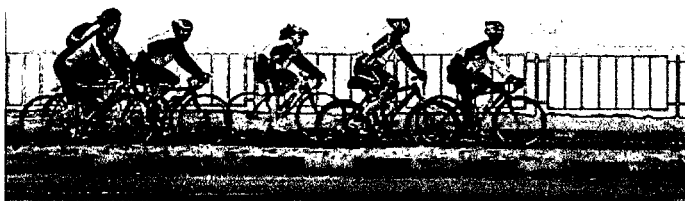
also host weekly music, movie, poetry events all created and produced by teens themselves.

## Open Air Tour Buses

Following the success of European-style open-air bus tours, and more specifically the Jerusalem #99 open bus which began in July 2005, Tel Aviv plans to roll out its own this spring. Although details are not yet finalized, at approximately \$10. per passenger per day, the Tel Aviv route will visit all major city landmarks such as the Port, Old Jaffa, Nahalat Binyamin, Dizengoff Street, Rabin Square, the Tel Aviv Museum, the Azriel Center and the University for hop on's and hop off's.



## Cycle the Sea of Galilee 30th Year!



The largest biking event in northern Israel will be held for the thirtieth time this year on November 3, 2007. The "menu" of four road and mountain biking routes offers a variety of lengths and levels of difficulty:

Route 1: A 65-km road bike route around the Sea of Galilee (approximately 40 miles)

Route 2: A 25-km partial bike tour of the Sea of Galilee (15.5 miles)

Route 3: A family route for mountain bikers - 16-km of easy riding and suitable for all ages (approximately 10 miles)

Route 4: A challenging 25-km route for mountain bikers which includes one-by-one track climbing to Eshkol Forest, serious ascents, descents and single tracking (15.5 miles.)

The road routes are suitable for all types of bicycles including mountain bikes. Registration is required and there is a small fee (NIS 55-70) (\$13-\$16.50) which covers the costs of insurance, wristband, a medal, and gift as well as energy-restoring refreshments, and entry in a prize-awarding lottery at the Finish Line.

## JACOBS LADDER

### International Folk Music Festival On the Shore of the ancient Sea of Galilee

Jacobs Ladder is a gigantic music and social event for lovers of every type of folk music - Bluegrass - Irish - Jig - World - Country Rock - Blues - Renaissance and more. In addition to exciting live concerts, there are dance workshops, story telling, Tai Chi and Yoga lessons, juggling, crafts, and swimming events for all ages, all centered around the charming Hotel Nof Ginossar on the shore of Lake Kinneret,



the biblical Sea of Galilee.

Jacobs Ladder is held twice a year. This year, it will take place first on the weekend of May 4-5, 2007 and will offer a huge program of 35 musical performances. (Nobody ever wants to miss the high-spirited traditional Square Dance opening called by former American Cyrelle Forman Soffer.)

In the winter, Jacobs Ladder will take place on December 14-15, 2007. Both events are organized by Yehudit and Menachem Vinegrad, originally from England, who founded the original Jacobs Ladder Folk Group and Festival on a nearby kibbutz in the 1970's.

For further details on location, program, tickets, or to sign up for the quarterly newsletter and updates, please click on [www.jlfestival.com](http://www.jlfestival.com), phone 011-972-4-6862231, or e-mail [info@jlfestival.com](mailto:info@jlfestival.com).

## Swim the Sea of Galilee

The Sea of Galilee Swim is the largest amateur sports event in Israel and will be held this year, its 54th, on Saturday, October 6, 2007.

In addition to the Amateurs Swim, two competitive award events are planned :

- A short 1.5 km (almost 1 mile) swim
- A long 3.5 km (2.17 miles) swim

For a timed contest, at least to break one's own record, there is the Israel 5-km (3.1 miles) Open-water Championship. And for serious swimmers, a 1.5 km (about 1 mile) competition is offered. Boats and rafts will be stationed every few hundred meters along the route so that if anyone gets tired, they simply climb onto a boat or raft for a brief rest and continue to swim when ready. At the Finish Line on Zemach beach, all swimmers will receive a gift, a medal and an energizing snack - accompanied by the cheering of friends and family.

For registration or further details please contact Oranit Ben-Dror, Director of Events, Speedo Israel: [ornitbd@bezeqint.net](mailto:ornitbd@bezeqint.net).

To know more about visiting Israel, visit [www.goisrael.com](http://www.goisrael.com)

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Email: [egoldberg@geoffreyweill.com](mailto:egoldberg@geoffreyweill.com)

Phone: (212) 288-1144

Ruth Mekel at the Israel Ministry of Tourism

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Phone: (212) 499-5647

### ISRAEL GOVERNMENT TOURIST OFFICES • NORTH AMERICA

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Los Angeles • Director: Rami Levi • Press Contact: Andrea London • 323-658-7463

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2007 MAR -1 AM 9:43  
OUR HEADQUARTERS UNIT

**Nestor Lara-Baeza**

**From:** Constant Contact [support@constantcontact.com]  
**Sent:** Thursday, March 29, 2007 11:22 AM  
**To:** nlarabaeza@geoffreyweill.com  
**Subject:** Your email campaign Where in the world are we? has been sent



**Email Campaign Confirmation**

Dear Geoffrey Weill,

Your email campaign, named ISRAEL-- Negev Desert, was sent on 03/29/2007 around 11:22 AM EDT.

Below is a copy of the HTML version your subscribers received. Don't forget, you can easily monitor the effectiveness of your campaign by visiting the Email Campaign Tracking area of your Constant Contact home page for real-time metrics and stats.

**Subject: Where in the world are we?**

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**PHOTO RELEASE**

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## WHERE IN THE WORLD ARE WE?

Believe it or not, you're looking at a photograph of the Negev Desert.

Thanks to tender loving care and the methodical cultivation of this formerly arid soil, flaming fields of red anemones now carpet what was until recently sand dunes and wasteland.

Some of this land is delicately fed by the waters of the Gerar, a stream whose existence archaeologists have dated back to 1200 BCE. The nearby wells have been used continuously for thousands of years.

The area in this photograph is on the road to Gaza, near the wheat fields of Kibbutz Be'eri, and you're looking at early spring in the western Negev Desert, in Israel. The area has become a spring weekend magnet for families with children who are shown how cherries are cultivated in tubes and how potatoes are grown right in the desert sands.

To know more about travel to Israel, visit [www.goisrael.com](http://www.goisrael.com)

**Media contacts:**

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Email: [egoldberg@geoffreyweill.com](mailto:egoldberg@geoffreyweill.com)

Phone: (212) 288-1144

Ruth Mekel at the Israel Ministry of Tourism

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Phone: (212) 499-5647

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COMMUNICATIONS/REGISTRATION UNIT  
2007 MAR 29 AM 9:43

**Nestor Lara-Baeza**

**From:** Constant Contact [support@constantcontact.com]  
**Sent:** Monday, April 02, 2007 4:32 PM  
**To:** nlarabaeza@geoffreyweill.com  
**Subject:** Your email campaign Ancient Jewish Community Newly revealed in Jerusalem neighborhood has been sent



## Email Campaign Confirmation

Dear Geoffrey Weill,

Your email campaign, named ISRAEL-- Arch-Shuafat, was sent on 04/02/2007 around 4:31 PM EDT.

Below is a copy of the HTML version your subscribers received. Don't forget, you can easily monitor the effectiveness of your campaign by visiting the Email Campaign Tracking area of your Constant Contact home page for real-time metrics and stats.

**Subject: Ancient Jewish Community Newly revealed in Jerusalem neighborhood**

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MINISTRY OF TOURISM STATE OF ISRAEL

### PRESS RELEASE

## ANCIENT JEWISH COMMUNITY NEWLY REVEALED IN JERUSALEM NEIGHBORHOOD

**New York, NY - April 2, 2007:** Archaeologists have discovered the remains of an ancient Jewish village that existed in northeast Jerusalem after the destruction of the Second Temple in the first century. This discovery was made when an area of the Jerusalem neighborhood of Shu'afat was being explored in advance of constructing the infrastructure for the revolutionary light rail that will wind through the city.



An excavated 1,300-foot-long strip in Shu'afat now exposes an amazing network of streets and alleys, residential and public buildings. One of the most important finds was the *mikveh*, the Jewish ritual bath, as well as

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APR 11 9:13

utensils made of stone, therefore non-absorbent, and thus free of impurities and considered typical of Jewish life in that era.

The community was located east of the Early Roman road that led from Jerusalem to Nablus, and is the largest Jewish settlement to be discovered in the vicinity of Jerusalem of this period. Archaeological evidence reveals its inhabitants to have been a fairly sizeable and affluent Jewish population that continued to exist under Roman military rule.

The director of the excavations, Rachel Bar-Natan, on behalf of the Antiquities Authority, reports finding numerous stone vessels and collections of coins, one of which is a rare gold coin bearing the likeness of the Roman Emperor Trajan who lived from 53-117 CE and was considered the second of the "five good emperors." Trajan's fame was eclipsed by that of his successor, the Emperor Hadrian, although it was under the Trajan's rule that the Empire expanded to its greatest geographical mass.



To know more about this dig as well as others in Israel, please click on: [www.antiquities.org.il](http://www.antiquities.org.il).

To know more about visiting Israel, visit [www.goisrael.com](http://www.goisrael.com)

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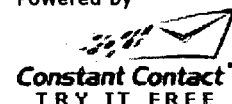
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04/02/2007 11:09 AM  
11:06 AM 1-101-666

**Nestor Lara-Baeza**

**From:** Constant Contact [support@constantcontact.com]  
**Sent:** Tuesday, May 01, 2007 11:16 AM  
**To:** nlarabaeza@geoffreyweill.com  
**Subject:** Your email campaign The Israel Festival has been sent



## Email Campaign Confirmation

Dear Geoffrey Weill,

Your email campaign, named ISRAEL-- The Israel Festival, was sent on 05/01/2007 around 11:15 AM EDT.

Below is a copy of the HTML version your subscribers received. Don't forget, you can easily monitor the effectiveness of your campaign by visiting the Email Campaign Tracking area of your Constant Contact home page for real-time metrics and stats.

### Subject: The Israel Festival

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MINISTRY OF TOURISM STATE OF ISRAEL

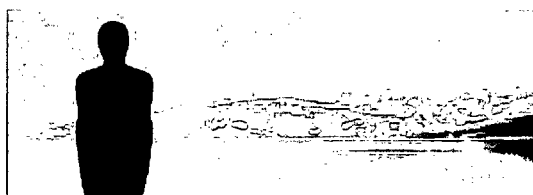
### PRESS RELEASE

## THE ISRAEL FESTIVAL

*May 24-June 10, 2007*

**New York - May 1, 2007:** A snapshot of this year's 46th annual Israel Festival of music and performing arts reveals a multicultural banquet of dance, opera, classical, contemporary, jazz and world music and theater in Jerusalem, Holon, Haifa, and Tel Aviv.

Israeli actors, dancers and musicians will perform, joined by exciting artists from Australia, Switzerland, Hungary, Uzbekistan, Germany, Austria, France, England, Holland, Russia and Spain - all convene in cultural harmony ... and for the purpose of pure pleasure.

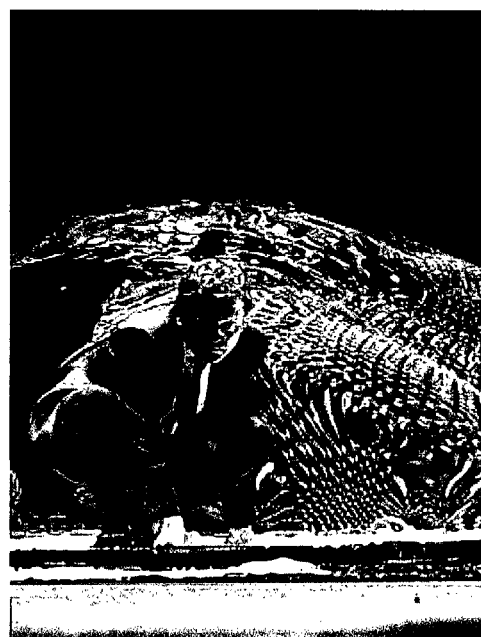


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The opening performance on May 25 in Jerusalem will feature seventy "flying" acrobats and dancers in the folkloric "Circus of Wan" from China.

Other highlights include:

- "Tendo" - a seamless blend of Western and traditional African tribal dance, the creative result of collaboration between a Dutch choreographer and dancers from Burkina Faso in Africa.
- Two choreographers, one Tunisian and one French, will present a dance interpretation of sexual issues in Moslem culture via their Kan International Choreography Center.
- A cutting edge audio-visual production called "Music" will be shown in Sherover Theater in Jerusalem.
- A Swiss theater group will introduce an artistic new language in "The Chirigaki," a performance with text by Gertrude Stein and music by the Beach Boys performed by Japanese, Swedish and Canadian actresses, dancers, and singers.
- A comedic tale of horror about an elderly vampire and his son is told by Dutchman Neville Tratner's eight life-sized puppets in an adult-oriented show.
- The Austrian choir will perform together with the Jerusalem Symphony in a concert dedicated to Mozart's three great liturgical works: the Requiem, the Mass in D Minor and the Coronation Mass.
- The spotlight on Israeli jazz, world music and rock will highlight year three saxophone players, Albert Bagar's modern jazz; Daniel Zamir's "Jewish" jazz; and Eli Banaki and Yair Dallal's unique Middle Eastern jazz.



Catalonian artist Pop Bo combines giant soap bubbles with music and lighting.

For further details and specific information, please visit <http://www.israel-festival.org.il>

To know more about visiting Israel, visit [www.goisrael.com](http://www.goisrael.com)

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**Nestor Lara-Baeza**

**From:** Constant Contact [support@constantcontact.com]

**Sent:** Tuesday, May 01, 2007 11:59 AM

**To:** nlarabaeza@geoffreyweill.com

**Subject:** Your email campaign Delta Announces Introduction of Daily JFK-Tel Aviv Service has been sent



## Email Campaign Confirmation

Dear Geoffrey Weill,

Your email campaign, named ISRAEL-- Delta to Tel Aviv, was sent on 05/01/2007 around 11:58 AM EDT.

Below is a copy of the HTML version your subscribers received. Don't forget, you can easily monitor the effectiveness of your campaign by visiting the Email Campaign Tracking area of your Constant Contact home page for real-time metrics and stats.

### Subject: Delta Announces Introduction of Daily JFK-Tel Aviv Service

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#### PRESS RELEASE

### DELTA ANNOUNCES INTRODUCTION OF DAILY JFK-TEL AVIV SERVICE: FOUR AIRLINES TO OPERATE NONSTOP FLIGHTS FROM NEW YORK TO ISRAEL

**New York - May 1, 2007:** Delta Airlines has announced that it will commence nonstop daily flights from New York to Tel Aviv, effective March 10, 2008, says Arie Sommer, Israel's Tourism Commissioner for North and South America. "We are delighted with this news, because it is proof positive of the burgeoning number of Americans visiting Israel - and Israelis visiting the United States."

Delta's introduction of service from New York's John F. Kennedy International Airport to Tel Aviv comes on top of the airline's existing daily service from Atlanta to Tel Aviv.

2007 MAY -1 AM 9:44  
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"The addition of Delta's JFK flight means that from next March as many as ten flights a day will be operating daily between the United States and Israel," says Sommer, "and this is an enormous number of flights - more than are available from the U.S. to most cities across the Atlantic."

In addition to Delta, four airlines operate flights between the United States and Israel. El Al Israel Airlines flies as many as five flights daily (except Friday night) from the U.S. to Israel - from JFK, Newark-Liberty, Miami, Chicago and Los Angeles; Continental Airlines flies twice daily from Newark-Liberty to Tel Aviv; Israir flies up to five flights a week from JFK to Tel Aviv.

To know more about visiting Israel, visit [www.goisrael.com](http://www.goisrael.com)

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Email: [egoldberg@geoffreyweill.com](mailto:egoldberg@geoffreyweill.com)  
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**Nestor Lara-Baeza**

**From:** Constant Contact [support@constantcontact.com]  
**Sent:** Thursday, May 24, 2007 12:10 PM  
**To:** nlarabaeza@geoffreyweill.com  
**Subject:** Your email campaign Tour operators form new trade organization to promote Israel tourism has been sent



## Email Campaign Confirmation

Dear Geoffrey Weill,

Your email campaign, named ISRAEL-- TOPI, was sent on 05/24/2007 around 12:09 PM EDT.

Below is a copy of the HTML version your subscribers received. Don't forget, you can easily monitor the effectiveness of your campaign by visiting the Email Campaign Tracking area of your Constant Contact home page for real-time metrics and stats.

### **Subject: Tour operators form new trade organization to promote Israel tourism**

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#### **PRESS RELEASE**

### **TOUR OPERATORS FORM NEW TRADE ORGANIZATION TO PROMOTE ISRAEL TOURISM**

**New York - May 24, 2007:** Leading U.S. tour operators have come together to form TOPI (Tour Operators Promoting Israel), a new trade organization devoted to developing tourism to Israel. "Our goal," says TOPI chairman, A. Ady Gelber, CEO and President of ISRAMWORLD, "is to encourage camaraderie among TOPI members for the purpose of holding a united front when promoting tourism to Israel - in the best possible way, during both good and bad times."

A half-million Americans visited Israel last year," says Arie Sommer, Israel Tourism Commissioner for North and South America, "and the Israel Ministry of Tourism salutes the founders of TOPI for their initiative.

The organization's goals in promoting and further developing the Israel tourism industry include protecting the interests of tour operators specializing in travel to Israel and the Israeli tourism industry; representing members of the association in negotiations with government and non-government entities, dealing with issues of aviation, transportation, the local hotel industry and other suppliers; ensuring a high level of professional standards is provided to travel agents and consumers alike.

Ten tour operators are currently members of TOPI. In addition to Gelber, TOPI's Executive Board features Michael Goren (President of Group IST) as Vice-Chairman, Guy Millo (President of ARZA World) as Secretary, and David Dinour (President of Avia Tours) as Treasurer and Head of the Membership Committee.

To know more about travel to Israel, visit [www.goisrael.com](http://www.goisrael.com)

**Media contacts:**

Janet Rodgers and Eric Goldberg at WEILL  
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Email: [egoldberg@geoffreyweill.com](mailto:egoldberg@geoffreyweill.com)  
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Ruth Mekel at the Israel Ministry of Tourism  
Email: [ruthmekel@imot.org](mailto:ruthmekel@imot.org)  
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**Nestor Lara-Baeza**

**From:** Constant Contact [support@constantcontact.com]  
**Sent:** Wednesday, May 30, 2007 6:30 PM  
**To:** nlarabaeza@geoffreyweill.com  
**Subject:** Your email campaign Special Invitation: Wallpaper\* City Guide on Tel Aviv has been sent

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## Email Campaign Confirmation

Dear Geoffrey Weill,

Your email campaign, named ISRAEL-- Wallpaper Event, was sent on 05/30/2007 around 6:29 PM EDT.

Below is a copy of the HTML version your subscribers received. Don't forget, you can easily monitor the effectiveness of your campaign by visiting the Email Campaign Tracking area of your Constant Contact home page for real-time metrics and stats.

### Subject: Special Invitation: Wallpaper\* City Guide on Tel Aviv

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You may [unsubscribe](#) if you no longer wish to receive our emails.

Where do fashion, culture, delicious food and tantalizing night-life combine along the shore of a sandy Mediterranean beach?

Only in Tel Aviv.

Please join us in celebrating the launch of the

# Wallpaper\*

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07/24/07 10:44

**Nestor Lara-Baeza**

**From:** Constant Contact [support@constantcontact.com]  
**Sent:** Tuesday, July 24, 2007 10:53 AM  
**To:** nlarabaeza@geoffreyweill.com  
**Subject:** Your email campaign Wonders of Israeli Wine has been sent



## Email Campaign Confirmation

Dear Geoffrey Weill,

Your email campaign, named ISRAEL-- Woners of Israeli Wine, was sent on 07/24/2007 around 10:52 AM EDT.

Below is a copy of the HTML version your subscribers received. Don't forget, you can easily monitor the effectiveness of your campaign by visiting the Email Campaign Tracking area of your Constant Contact home page for real-time metrics and stats.

### Subject: Wonders of Israeli Wine

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### PRESS RELEASE

## WONDERS OF ISRAELI WINE

### GRAPE HARVEST IN THE SCOTS HOTEL

**Wine courses, Jazz music, tastings, work shops, wineries tour  
August weekends 2007  
In Cooperation with Golan Heights wineries**

**New York: July 24, 2007 - August** at the Scots hotel is dedicated to the Israeli Wine wonders. During the weekends guests are invited to wine work shops, gourmet meals accompanied by wines, tours to the vineyards and to the Golan Heights wineries. All activities will be accompanied by Jazz music played by the best Israeli ensemble: Dani Litani & Lateeizen Quartet, The Jazz ensemble of Ari Arav, Jazz & Roll band and more..

The climax of these weekends: concentrated wine work shop for 10 hours, with Muki Weinshtok - the training director of the Golan Heights wineries. The Wine courses will be held during the weekends: August: 2nd - 4th, 16th - 18th, 23rd, - 25th 2007.

**Program:**

Every Thursday

17:00 - 19:00 - To the land of the Golan wines, about the white wines

21:00 - 23:00 - "From the Winery to the Bottle" - the secret of the red wines

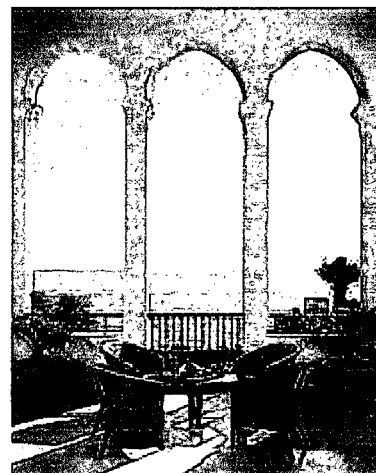
Every Friday:

9:45 - Exit to Jonathan vineyard (Moshav Jonathan) with private cars

10:30 - Reception in the vineyard, tour and wine tasting in the Golan Height wine cellar

19:00 - Which wine, with which meal? Dinner with Golan Heights wines

21:00 - Jazz music show



The Scots Hotel

- All events are open to the public (with charge), hotel guests - free of charge
- Wine course: 50 NIS per meeting (total of 4 meetings)
- Dinner & Jazz music show: 175 NIS
- Musical show: 35 NIS
- Rate per double for one night stay on HB basis, mid week or weekend: from 1,580 NIS



Wine cellar at The Scots Hotel

For more information/ reservations, visit <http://www.scotshotels.co.il> or call 04 - 6720710.

**Media contacts:**

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Email: [egoldberg@geoffreyweill.com](mailto:egoldberg@geoffreyweill.com)

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**Nestor Lara-Baeza**

**From:** Constant Contact [support@constantcontact.com]  
**Sent:** Wednesday, August 08, 2007 5:16 PM  
**To:** nlarabaeza@geoffreyweill.com  
**Subject:** Your email Israel Launches Largest Ever Tourism Advertising Campaign has been sent

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Dear Geoffrey Weill,

Your email, named ISRAEL -- New ad campaign, was sent on 08/08/2007 around 5:16 PM EDT.

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**Subject: Israel Launches Largest Ever Tourism Advertising Campaign**

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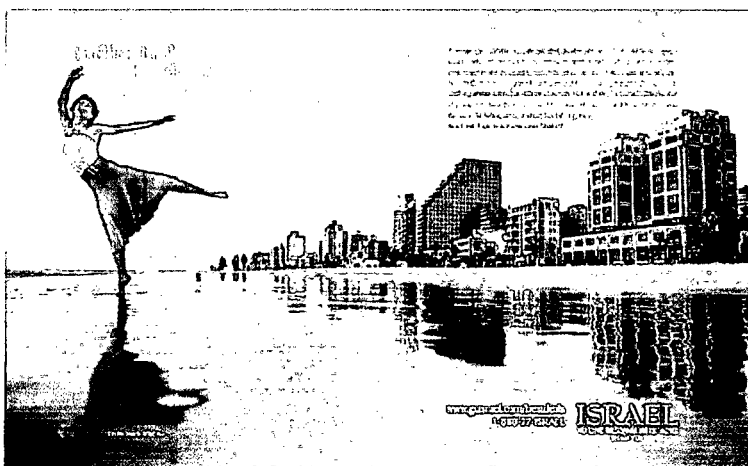
**ISRAEL LAUNCHES LARGEST EVER  
TOURISM ADVERTISING CAMPAIGN**

**New York - August 8, 2007:** Israel's Ministry of Tourism has launched a multi-million dollar advertising campaign in North America, designed to boost tourism to Israel from the United States and Canada. The budget for the campaign is an unprecedented \$11 million to be spent through December 2007, says Arie Sommer, Israel Tourism Commissioner, North and South America. The campaign will be spread over a variety of media types, including network television, cable TV, national magazines, newspaper travel sections, professional and religious media, billboards and New York City bus shelters. The campaign is planned to continue through 2008 and has been produced by New York advertising agency, Christy MacDougall Mitchell Bodden.

### ***You'll love Israel from the first 'Shalom.'***

"Our goal," explains Sommer, "is to deflect the constant barrage of negative news images of Israel, and to show the country as it really is: sophisticated, hip, ancient, modern, friendly, spiritual and beautiful."

Instead of showing merely sites, the print campaign is based around people, with the headline, "*You'll love Israel from the first 'Shalom.'*" "We realized that over and above the extraordinary sights and experiences Israel has to offer, our prime asset is our people," explains Sommer, "so we searched for a series of Israelis with interesting professions and hobbies and hired one of Israel's most creative photographers, Gilad Benari, to photograph them in their favorite places; these are not models, but *real* people so that we tell a story that goes beyond views and monuments."



Print advertisements include depictions of a dancer on the beach in Tel Aviv, a chef in Jerusalem, a cowboy on the Golan Heights, a Tel Aviv high-tech expert whose hobby is building guitars, and an archeologist atop Masada.



The Ministry's television campaign will be concentrated in New York, Los Angeles and south Florida. "The 30-second spots show a mélange of sights and visions that people might not normally associate with Israel," says Sommer, "and close with the question, "*This is Israel. Who knew?*" Tourism is Israel's major source of foreign currency income.

Some 600,000 North Americans visited Israel in 2006, almost 30% of the total, and representing the largest single source of tourism to

the country. "This is a highly unusual phenomenon," observes Sommer, "because most countries' chief source of tourism is nearby...while ours is 6,000 miles away." The Ministry's goal is to double North American tourism to Israel by 2010.

For additional information on Israel, please visit: [www.goisrael.com](http://www.goisrael.com).

#### **Media contacts:**

Eric Goldberg at WEILL  
E-mail: [egoldberg@geoffreyweill.com](mailto:egoldberg@geoffreyweill.com)  
Tel: (212) 288-1144

Gail Barzilay at the Israel Ministry of Tourism  
E-mail: [gailbarzilay@imot.org](mailto:gailbarzilay@imot.org)  
Tel: (212) 499-5647

ISRAEL GOVERNMENT TOURIST OFFICES • NORTH AMERICA  
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Los Angeles • Director: Rami Levi • 323-658-7463

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**From:** Constant Contact [support@constantcontact.com]  
**Sent:** Thursday, August 09, 2007 10:41 AM  
**To:** nlarabaeza@geoffreyweill.com  
**Subject:** Your email Jerusalem's Landmark American Colony Hotel Now "Leading" has been sent

2007/09/11 AM 9:45  
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Dear Geoffrey Weill,

Your email, named ISRAEL -- Colony Hotel Leading Hotel of the World, was sent on 08/09/2007 around 10:40 AM EDT.

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### **Subject: Jerusalem's Landmark American Colony Hotel Now "Leading"**

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**PREE RELEASE**

## **JERUSALEM'S LANDMARK AMERICAN COLONY HOTEL RECOGNIZED AS ONE OF THE WORLD'S MOST EXCLUSIVE HOTELS**



**CLASSIC JERUSALEM HOTEL IS ISRAEL'S THIRD MEMBER OF  
LEADING HOTELS OF THE WORLD**

**New York, August 9, 2007:** The American Colony Hotel, a Jerusalem landmark since the turn of the 20<sup>th</sup> century, has joined the ranks of the The Leading Hotels of the World (LHW).

New York-based LHW is the world's largest luxury hotel grouping, whose membership includes many of the world's finest hotels. To achieve membership in LHW, hotels must meet 1,500 standards of service that are rigorously checked in frequent and anonymous inspections. LHW is considered one of the world's ultimate arbiters of luxury hotel-keeping.

"We are delighted that the American Colony has been classified as a *"Leading Hotel of the World,"* commented Arie Sommer, Israel Tourism Commissioner, North & South America, "bringing the number of LHW hotels in Israel to three." In addition to the American Colony, Jerusalem's King David Hotel and Tel Aviv's Dan Hotel are LHW members.



Founded by an American family who moved to Jerusalem from Chicago in 1881, the American Colony has a long, colorful and storied history. Lawrence of Arabia, Sir Winston Churchill, King Hussein and Marc Chagall are just several of the notable names that are enshrined in the hotel's guestbook.

Still owned by the family of its original founders, the American Colony has been under Swiss management for more than two decades. To know more, visit [www.americancolony.com](http://www.americancolony.com) and [www.lhw.com](http://www.lhw.com).

For additional information on Israel, please visit: [www.goisrael.com](http://www.goisrael.com).

**Media contacts:**

Eric Goldberg at WEILL  
E-mail: [egoldberg@geoffreyweill.com](mailto:egoldberg@geoffreyweill.com)  
Tel: (212) 288-1144

Gail Barzilay at the Israel Ministry of Tourism  
E-mail: [gailbarzilay@imot.org](mailto:gailbarzilay@imot.org)  
Tel: (212) 499-5647

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**Nestor Lara-Baeza**

**From:** Constant Contact [support@constantcontact.com]

**Sent:** Wednesday, August 22, 2007 7:04 AM

**To:** nlarabaeza@geoffreyweill.com

**Subject:** Your email The Mythical and Magical Jaffa Port...is set for a face lift! has been sent

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Dear Geoffrey Weill,

Your email, named ISRAEL -- Jaffa Port 2, was sent on 08/22/2007 around 7:03 AM EDT.

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**Subject: The Mythical and Magical Jaffa Port...is set for a face lift!**

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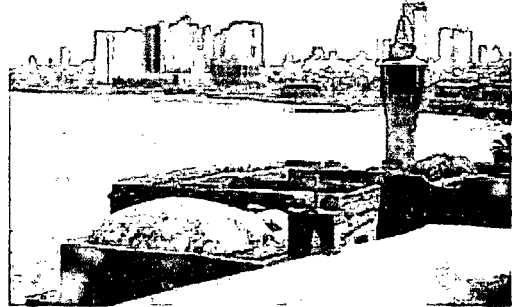
## **THE MYTHICAL AND MAGICAL JAFFA PORT ...IS SET FOR A FACE LIFT!**

**New York, NY - August 22, 2007:** Ancient Jaffa, the port from which Jonah pushed off and encountered the whale is one of the oldest port cities in the world. It served the Phoenicians, Romans, Richard the Lion-Heart, Napoleon, the Turks, and then served as export central for the famous Jaffa oranges during the British Mandate in Israel. Today, it is part of the city of Tel Aviv-Jaffa, Israel's business, finance, and entertainment center.

*When Tel Aviv will be celebrating its 100<sup>th</sup> anniversary in 2009,*

*its Jaffa neighbor will be a mere 4,000 years old.*

In order to transform Jaffa, the unique and historic fishing port, into the cultural, commercial, and leisure-time beacon it ought to be, a team of renowned architects - Eitan Eden, Eyal Ziv and Reli Parto - has been commissioned to refurbish the port. Their plans will also connect the famous "tayelet," the meandering Tel Aviv seashore promenade in the north with the city of Bat-Yam, south of Jaffa. Additionally, the new Tel Aviv Light Rail will link the original old Jaffa railroad station, currently being beautifully restored, to greater Tel Aviv.



View of Tel Aviv from Jaffa

The master plan provides for industry, entertainment, residences, docking, storage and fisheries. Century-old warehouses, complete with their unique moldings, metal nails and tin ceilings will all be preserved. Award-winning Ramy Gill's architectural firm has developed a material that looks like antique glass for use in one of the old port buildings set to be transformed into a stylish boutique hotel.



Jaffa's signature narrow alleys

Set on a hill that slopes down to the Mediterranean, Jaffa is characterized by narrow alleyways, stone steps, art workshops, galleries, cafés and restaurants. The handsome Ilana Goor Museum (built during the Ottoman occupation as a hostel for Jewish pilgrims to the Promised Land) is a popular stop. Jaffa is framed by high fortress walls pierced by lookouts to the sparkling sea. The Flea Market has been spiffed up, several cafés-cum-antiquaries have opened, and the area is now lively until midnight on many summer evenings.

The Jaffa lighthouse (built in 1875) is set on the rooftop of the house of Simon the Tanner - where Peter had the vision (Acts 10:12-13) that inspired him

to preach the Gospel.

A stroll along the jetty towards the deep water is close to Andromeda Rock, a boulder that juts up from the sea is the very site where, according to Greek mythology, the virgin Andromeda was rescued from the wrath of Poseidon by Perseus on his winged horse.

In addition to its mosques, minarets, synagogues, and Crusader-era ruins, tiny Jaffa boasts an amazing and varied collection of churches, the most dominant being the mustard-colored Franciscan Church of St. Peter built over 7<sup>th</sup> century ruins (the place where Napoleon himself was reputed to have stayed.) Other churches that dot the port area: Catholic, Russian, Greek Orthodox, Greek-Catholic, Maronite (Lebanese), Armenian, Egyptian Coptic, and Lutheran.



In the city center, the landmark Clock Tower built by the Turks in 1906, is the spot where a free walking tour (in English) starts every Wednesday at 9:30AM visiting the Flea Market, archeological sites, and "Gan Hapisga," the hilly garden for the picture postcard view up the coast to Tel Aviv - and the iconic setting for classic wedding pictures.

**R&R:**

Jaffa boasts an extraordinary array of restaurants - from neighborhood joints, to some of Israel's finest:

- **Aboulafia's Bakery** - mid-east style pizza and open 24/7
    - Pua, good food deep in the Flea Market
  - **Cordelia, Noa Bistro & Jaffa Bar**-all by star chef, Nir Zook
  - **Dr. Shakshouka**, a fun, always-busy North African place
    - **Yo'ezer Wine Bar** - curated fine wine bar and bistro
  - **Margaret Tayar**, eternal favorite for seafood couscous &
- Ali Caravan**, landmark stop in humus heaven

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**Media contacts:**

**Eric Goldberg at WEILL**  
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Tel: (212) 288-1144

**Gail Barzilay**  
at the **Israel Ministry of Tourism**  
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**Nestor Lara-Baeza**

**From:** Constant Contact [support@constantcontact.com]  
**Sent:** Monday, August 27, 2007 5:51 PM  
**To:** nlarabaeza@geoffreyweill.com  
**Subject:** Your email Israel Launches Dedicated "Bar/Bat Mitzvah" Travel Website has been sent



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Dear Geoffrey Weill,

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### Subject: Israel Launches Dedicated "Bar/Bat Mitzvah" Travel Website

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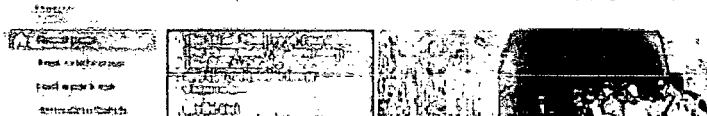
### PRESS RELEASE

## ISRAEL LAUNCHES DEDICATED "BAR/BAT MITZVAH" TRAVEL WEBSITE

**New York, August 27, 2007:** Everything you ever wanted to know about holding a child's Bar or Bat Mitzvah in Jerusalem - and didn't know what or whom to ask, is now covered in a newly created website called BAR/BAT MITZVAH IN JERUSALEM, [www.bar-mitzvah.org.il](http://www.bar-mitzvah.org.il).

"This is the ultimate "how-to" site," says  
Arie Sommer, Israel Tourism  
Commissioner for North and South

### BAR/BAT MITZVAH IN JERUSALEM



America, "because it answers every possible question."

The site is divided into sections ("Your Celebration," "Find a Package," "Jerusalem Hotels," etc.) making navigation effortless. Parents have the option of considering a selection of more than a dozen sites for their child's special day - from the more traditional Western Wall and Southern Wall and Masada, to a variety of locations in and around the capital.

"But it's not just a listing," explains Sommer, "it gives detailed information on how to plan every aspect of the vacation in Israel - including arrangements for the ceremony as well as vast array of touring and activity ideas throughout Israel." The site also lists and links to travel agents and tour operators that organize both customized and group Bar/Bat Mitzvah arrangements.

The site is in English, with sub-sites in French and Hebrew and is a joint venture of the Israel Ministry of Tourism, the Municipality of Jerusalem's Tourism Authority and the Jerusalem Hotel Association. "I am positive that this site will be a great boon to parents - and grandparents," says Sommer, "and encourage more and more American families to celebrate this special day in the Promised Land."

For additional information on Israel, visit: [www.goisrael.com](http://www.goisrael.com).

**Media contacts:**

Eric Goldberg at WEILL

E-mail: [egoldberg@geoffreyweill.com](mailto:egoldberg@geoffreyweill.com)

Tel: (212) 288-1144

Gail Barzilay at the Israel Ministry of Tourism

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**From:** Constant Contact [support@constantcontact.com]  
**Sent:** Tuesday, September 18, 2007 5:34 PM  
**To:** nlarabaeza@geoffreyweill.com  
**Subject:** Your email Israel Tops Conservation List Among Mediterranean Nations has been sent



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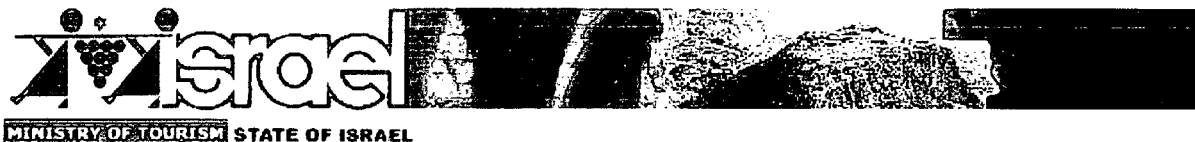
Your email, named ISRAEL -- Tops Conservation Lists, was sent on 09/18/2007 around 5:34 PM EDT.

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**PRESS RELEASE**

**ISRAEL TOPS CONSERVATION LIST AMONG MEDITERRANEAN NATIONS**

*Report finds Israel boasts highest concentration of protected nature reserves in the region.*

**New York, September 18, 2007:** Despite its diminutive size, Israel appears to tower over its Mediterranean neighbors when it comes to protected open spaces, according to a recently published report.

The findings, issued by the International Union for the Conservation of Nature and Natural Resources

(IUCN), put the percentage of Israeli land devoted to nature reserves, national parks, farmland and forested areas at 16 percent-compared to 11.7 percent in France, 7.7 percent in Spain and 0.5 percent in Lebanon.

Conservation efforts in the Mediterranean basin are of particular importance, according to the IUCN report, as the area boasts more than 25,000 species of flora, approximately half of which are unique to the region. And many of the area's fauna, including certain freshwater fish, sharks and marine mammals, are in danger of extinction.

For additional information on Israel, visit: [www.goisrael.com](http://www.goisrael.com).

**Media contacts:**

Eric Goldberg at WEILL

E-mail: [egoldberg@geoffreyweill.com](mailto:egoldberg@geoffreyweill.com)

Tel: (212) 288-1144

Gail Barzilay at the Israel Ministry of Tourism

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**From:** Constant Contact [support@constantcontact.com]  
**Sent:** Wednesday, September 19, 2007 9:02 PM  
**To:** nlarabaeza@geoffreyweill.com  
**Subject:** Your email Cruise Ships Add Israel Ports For Enriched Shore Excursions has been sent



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Your email, named ISRAEL -- Cruise ships in Israel, was sent on 09/19/2007 around 9:02 PM EDT.

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**Subject: Cruise Ships Add Israel Ports For Enriched Shore Excursions**

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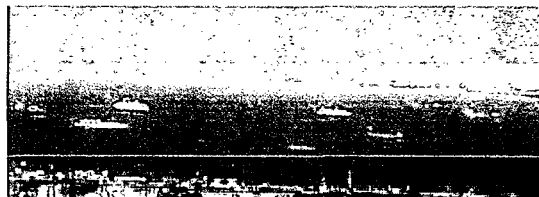


**PRESS RELEASE**

**CRUISE SHIPS ADD ISRAEL PORTS FOR ENRICHED SHORE EXCURSIONS**

**New York, NY - September 19:** With a view to the riches that Israel itineraries offer, more and more international cruise ships have begun docking in the ports of Haifa and Ashdod.

Newest in is the elegant *Azamara Journey*, a 694-passenger deluxe cruise ship and new brand operated by Celebrity Cruises. Its maiden voyage, set to sail the Mediterranean Sea in 2008, will include both Haifa and Ashdod in its Barcelona-Athens route. Passengers will be able to disembark for shore excursions and



overnight stays as well.

"The *Azamara Journey* is an exciting addition to the many cruise ships that call at Haifa and Ashdod on the Mediterranean," says Arie Sommer, Israel Tourism Commissioner for North and South America. In addition to regular ferry service linking Cyprus and Piraeus (Greece) with Haifa, some of the other cruise lines that offer Israel as a port of call include Costa Cruises, Cunard, First European Cruises, Holland America, Princess Cruises, Radisson Seven Seas, Renaissance, Royal Olympic Cruises and Seabourn.

From the port of Haifa, with its soaring Bahai Shrine and "Hanging Gardens," shore excursions will be available through the biblical towns and villages of the Galilee to the Sea of Galilee, and south, down the coast to ancient Roman port city of Caesarea. The port of Ashdod is ideally located about an hour's drive from the capital, Jerusalem.

For additional information on Israel, visit: [www.goisrael.com](http://www.goisrael.com).

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Tel: (212) 288-1144

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Tel: (212) 499-5647

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**Nestor Lara-Baeza**

**From:** Constant Contact [support@constantcontact.com]  
**Sent:** Friday, October 05, 2007 1:12 PM  
**To:** nlarabaeza@geoffreyweill.com  
**Subject:** Your email USA-Israel Tourism Soars in July and August has been sent



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Dear Geoffrey Weill,

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## PRESS RELEASE

### **USA-ISRAEL TOURISM SOARS IN JULY AND AUGUST**

**New York, October 4, 2007:** 40% more Americans visited Israel in July 2007, and 60% more in August 2007, over the same months of 2006, says Arie Sommer, Israel's Tourism Commissioner for North and South America. "What's perhaps even more important," comments Sommer, "is that July 2007 was 16% up over July 2005, and August 2007 was 24% up over July 2005, so we can see that there is very real and solid progress in building tourism to Israel from the U.S.A."

"We project the number of Americans visiting Israel in 2007 to be 525,000," says Sommer, "6% more than in 2006, and 10% more than 2005."

The Ministry of Tourism this summer started an \$11 million advertising campaign in the United States

10/25/2007

designed to tell Americans, "You'll love Israel from the first "Shalom."

For additional information on Israel, visit: [www.goisrael.com](http://www.goisrael.com).

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**Nestor Lara-Baeza**

**From:** Constant Contact [support@constantcontact.com]

**Sent:** Friday, October 12, 2007 1:38 PM

**To:** nlarabaeza@geoffreyweill.com

**Subject:** Your email Half the Best Hotels in the Middle East are in Israel, Says Top US Travel Magazine has been sent



Email Confirmation

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Dear Geoffrey Weill,

Your email, named ISRAEL -- Best Hotels in Israel, was sent on 10/12/2007 around 1:38 PM EDT.

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**PRESS RELEASE**

**"HALF THE 'BEST HOTELS IN THE MIDDLE EAST' ARE IN ISRAEL," SAYS TOP US TRAVEL MAGAZINE**

New York - October 12, 2007: Of the ten "best hotels in the Middle East," five are in Israel, according to the readers of the prestigious U.S. travel magazine, *Condé Nast Traveler*. "The magazine conducts an annual survey of its readers," says Arie Sommer, Israel Tourism Commissioner for North and South America, "and it is very gratifying that fully half of those considered 'best' are in Israel."

Israel hotels that scored in the top ten "Middle East Hotels" in the magazine's 2007 Readers' Choice

Awards are the American Colony, David's Citadel, Inbal and King David in Jerusalem, and the Tel Aviv Hilton.

For additional information on Israel, visit: [www.goisrael.com](http://www.goisrael.com).

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**Nestor Lara-Baeza**

**From:** Constant Contact [support@constantcontact.com]  
**Sent:** Wednesday, October 17, 2007 8:07 PM  
**To:** nlarabaeza@geoffreyweill.com  
**Subject:** Your email Tel Aviv HOT List has been sent



## Email Confirmation

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Your email, named ISRAEL -- Tel Aviv Hotlist, was sent on 10/17/2007 around 8:07 PM EDT.

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### Subject: Tel Aviv HOT List

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# HOT LIST: TEL AVIV

1 - Yoo: With the opening of this pair of residential towers designed by Philippe Starck later this year (in addition to marquis projects from Richard Meier, IM Pei and Frank Gehry), Tel Aviv officially arrives on the starchitect map. (Located in North Tel Aviv; [www.yoo.com](http://www.yoo.com))



2 -Bauhaus Center Tel Aviv: This temple to Bauhaus design boasts books, posters and furniture evocative of the style, in addition to guided tours of the city's extraordinary array of Bauhaus buildings. (Located at 99 Dizengoff Street, Center City, tel. 03 522 0249; [www.bauhaus-center.com](http://www.bauhaus-center.com))

**3 - Metzitzim:** Cool 24-hour eatery on the beach of the same name, where a hipster crowd spends the warmer months lounging on couches right on the sand and the cooler months huddled on couches inside. (Located at Havakuk Street 1, North Tel Aviv, tel. 03 546 1510)



Elya

**4 - Elya:** Stylish boutique where Tel Aviv trendsetters scoop up custom-made linens, ceramics and baby clothes--when they're not grabbing a bite at the charming in-house café or picking out fresh flowers. (Located at 13 Amzaleg Street, Neve Tzedek, tel. 03 516 8836)

**5 - Evita:** Popular eatery that turns into Tel Aviv's hottest bar/lounge, post-dinnertime--with the long lines to prove it. (Located at 31 Yavne Street, Center City, tel. 03 566 9559)

**6 - Comme Il Faut House:** Hip boutique, restaurant and spa all in one, housed in a redone old waterfront space, with a cool feminist vibe that promotes up-and-coming female designers. (Located at Bait Banamal, Hanger 26, North Tel Aviv, tel. 03 602 5530)



Comme Il Faut



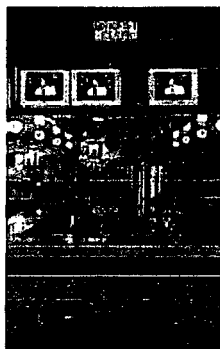
Messa

**7 - Messa:** Israel's hottest table is in Chef Aviv Moshe's seasonally inspired restaurant, equally praised for its tasting menus and its chique modern design. (Located at 19 Haarba'a Street, Center City, tel. 03 685 6859; [www.messa.co.il](http://www.messa.co.il))

**8 - Sigal Dekel:** Immensely innovative Israeli women's wear designer with contemporary boutiques from Tel Aviv to New York City. (Located at 21 Shabazi Street, Neve Tzedek, tel. 03 516 5224; and at 228 Dizengoff Street, North Tel Aviv, tel. 03 527 7261; [www.sigaldekel.com](http://www.sigaldekel.com))



Sigal Dekel fashion



Breakfast Club

**9 - Breakfast Club:** The absolute hotspot of the moment, this fashion-forward dance bar attracts the best DJs and really gets kicking around 3am. (Located at 6 Rothschild Boulevard, Center City)

**10 - Carmella Bistro:** Intimate series of dining rooms in an eclectic-style house, just steps from the Carmel Market, featuring fine Mediterranean cuisine and a constantly rotating Israeli wine list. (Located at 14 Rambam Street, Center City, tel. 03 516 1417)

For additional information on Israel, visit: [www.goisrael.com](http://www.goisrael.com).

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