



Friends of Yemin Orde

Friends of Yemin Orde's E-Newsletter Wins Simon Rockower Award for Excellence in Jewish Journalism

FOR IMMEDIATE RELEASE – Bethesda, MD. Friends of Yemin Orde has received a first place Simon Rockower Award for Excellence in Jewish Journalism from the American Jewish Press Association (AJPA) for its digital newsletter, which is distributed primarily throughout the United States and Israel. The prestigious annual award, started in 1980 to promote quality Jewish journalism, is often referred to as the “Jewish Pulitzers.” Friends of Yemin Orde’s enewsletter is called “*Transforming Lives. Empowering Change.*” and carries feature articles and news from Yemin Orde Youth Village and Yemin Orde Educational Initiatives (YOEI), both located in Israel. This is the first time Friends of Yemin Orde has received recognition for its digital communications. Friends of Yemin Orde is the U.S. fundraising arm of Yemin Orde Youth Village and YOEI. For more information on Friends of Yemin Orde or to subscribe to its enewsletter, visit yeminorde.org or email info@yeminorde.org

Friends of Yemin Orde is a member of the AJPA, which is a professional organization of Jewish newspapers, magazines, journalists and affiliated organizations in the United States. Judges for the awards are generally journalists from mainstream publications and occasionally a former editor of a Jewish publication.

“We are thrilled to be honored by the AJPA for the quality of our digital communications with our supporters and friends,” said Karen Sallerson, Executive Director, Friends of Yemin Orde. “We know by robust open rates that our donors rely strongly on our monthly enewsletter to receive important news from our Village and partner educational communities. For this reason, we work hard to provide an array of compelling stories and information that are of interest to our global readership and relevant to our mission.”

The award cited three specific enewsletters for content and design:

<http://us4.campaign-archive2.com/?u=941d3f1a6012e12624a796346&id=9c6e417e6b>

[http://us4.campaign-archive2.com/?u=941d3f1a6012e12624a796346&id=57f4c16987&e=\[UNIQID\]](http://us4.campaign-archive2.com/?u=941d3f1a6012e12624a796346&id=57f4c16987&e=[UNIQID])

[http://us4.campaign-archive1.com/?u=941d3f1a6012e12624a796346&id=bfaa1ccfe1&e=\[UNIQID\]](http://us4.campaign-archive1.com/?u=941d3f1a6012e12624a796346&id=bfaa1ccfe1&e=[UNIQID])

The award will be officially presented at the Rockower Awards Banquet in Washington, D.C. in November 2015.

Yemin Orde Youth Village is a home, school and safe haven for approximately 400 at-risk and immigrant youth from around the world. The youth have all suffered trauma in their lives: from isolation and abandonment to extreme poverty and family dysfunction. Through Yemin Orde's supportive and compassionate staff and educators, and its acclaimed educational methodology called, the Village Way, fragile youth find hope for a bright future.

YOEI, an independent nonprofit organization, expands the Village Way methodology to more educational communities in Israel by providing educators with training, resources and workshops, thereby transforming the lives of hundreds more of Israel's at-risk youth. Today, YOEI partners with 24 educational communities in Israel including youth villages, public high schools and therapeutic residential communities. Since 2006, YOEI has impacted 4,800 youth and 900 educators in Israel.

###