



## Media Alert

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### FRIENDS OF YEMIN ORDE ANNOUNCES CO-CHAIRS FOR INTERNATIONAL FUNDRAISING GALA HONORING RENOWNED ISRAELI VISIONARY EDUCATOR, CHAIM PERI

*Chaim Peri will receive the Friends of Yemin Orde Tikkun Ha'Lev Award for decades of devotion to children at risk in Israel. Gala is set for Tuesday, May 8, 2018 at the Mandarin Oriental in New York City.*

BETHESDA, MD – Friends of Yemin Orde is pleased to announce that Jeffrey and Kimberly Taylor Hirschfeld will serve as Co-Chairs of its first-ever international fundraising gala, which will honor Israeli visionary educator, Chaim Peri, for decades of devotion to children at risk in Israel. Jeffrey Hirschfeld has served as a board member of Friends of Yemin Orde since 2011 and, along with his wife, Kimberly, actively advocates on behalf of Yemin Orde and its vital mission to help transform the lives of Israel's fragile youth. The Hirschfelds said they are honored to be chairing this exciting and important fundraising event because of their friendship and respect for Chaim Peri as well as their deep concern for the extreme emotional and educational challenges faced by Israel's troubled youth.



Chaim Peri serves as Founder, Village Way Educational Initiatives, and Director-Emeritus, Yemin Orde Youth Village, located in Israel, which provides a home, school and safe haven to 430 fragile immigrant youth. *Tikkun Ha'Lev*, which means mending the heart in Hebrew, is an integral element of the Village Way educational methodology developed by Peri when he served as Director of the Village for nearly 30 years.

Robert Arogeti, Friends of Yemin Orde National Campaign Chair, said he looks forward to working with the Hirschfelds in developing an exciting and inspiring program for the gala.

“We are thrilled that Jeffrey and Kimberly will be chairing this significant event in New York. They bring vitality and creativity to our efforts which include a goal of raising \$1.8 million for transforming education for at risk youth in Israel,” Arogeti said. “They are assembling a great team of leaders to assist them in implementing their vision for a successful and enjoyable evening.”

The Hirschfelds have high regard for Chaim Peri and the dedicated staff at the Village who are devoted to the well-being and educational success of Yemin Orde's fragile youth.



“We are both inspired daily by the spirit, determination and love that emanates from Yemin Orde atop Mount Carmel in Israel and all of its children, residents and staff. Chaim Peri is not only a close friend, but also one of our personal heroes, so it is extra sweet and special to be honoring him with the Tikkun Ha’Lev award at this year’s event at the Mandarin Oriental,” said Jeffrey Hirschfeld. “It will be a special evening that will inspire you and remind you that without our children and those who nurture, guide and protect them, the world cannot and would not exist.”

The Hirschfelds are business leaders in the New York area and serve as principals at Hirschfeld Properties LLC and Hirschfeld Management, Inc. (HMI), a diversified real estate development company in New York City.

**Jeffrey Hirschfeld** is also a member of the National Multi-Housing Council and has served on its board of directors. Additionally, he is a past member of the New York Cabinet of JINSA (The Jewish Institute for National Security Affairs), former Connecticut State Government Affairs Committee Co-Chairman for the International Council of Shopping Centers and served on its National Government Affairs Committee. He received a Bachelor of Science in Business Administration and Finance from Boston University's School of Management.

**Kimberly Taylor Hirschfeld** is Vice President of Marketing and Business Development for Hirschfeld Properties LLC and Hirschfeld Management, Inc. (HMI). Kimberly has held key positions at multiple firms in areas including marketing, design and branding. Prior to joining Hirschfeld, she was Global Branding and Marketing Director for MetLife. During her tenure at MetLife, Kimberly negotiated MetLife’s cornerstone sponsorship at New Meadowlands Stadium (now MetLife Stadium).

Kimberly is a graduate of Davidson College where she was a member of the school’s Division 1 NCAA basketball team. She currently serves as a member of the Board of Directors of the Davidson Athletic Foundation and is actively involved in various philanthropic endeavors. Kimberly is the recipient of Sports Business Journal’s 40 Under 40 award.

“It’s almost impossible to appreciate the uniqueness of the Yemin Orde community and ideology without a visit to the village, something we urge all who can to do. It is one of the truly special and magical places on this earth,” Kimberly said.

Vice Chairs for the gala are: Harriet and George Blank, Judy and Nick Bunzl, Edith Everett, Paula Gottesman, Marilyn and Dale Okonow, Amanda and Michael Salzhauer, and Rachel and Eric Schwartz.

Proceeds from the gala will go toward supporting the excellent academic programs and extra-curricular activities for the at-risk youth at Yemin Orde Youth Village, as well as the expansion of Village Way Educational Initiatives’ educational methodology, called the Village Way, in youth villages, public high schools and therapeutic residential communities throughout Israel. Today, the Village Way model is implemented in 36 partner educational communities in Israel impacting 14,200 youth and 1,775 educators since its launch in 2006. ###

