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### YALDEINU ANNOUNCES 2010 JEWISH INTERNATIONAL SUMMER CAMPING EXCHANGE PROGRAMS

**TORONTO – April 22, 2010** – Yaldeinu, a charitable organization dedicated to providing formal and informal Jewish education to children and young adults in Israel and developing countries recently announced its third summer camping exchange programs.

The July-August programs will include 12 participants; 6 from Israel, 4 from Cuba and 2 from Bolivia at Camps Gorge and Gesher in Ontario.

“We believe these communities are among the most deserving in the Jewish world. Our campers from Israel have excelled in their studies in the face of overwhelming personal circumstances. Once again, we thank our lead sponsor for the Israeli camping experience, the International Christian Embassy of Jerusalem, lead by Donna Holbrook, said Michael Etedgui, Founding Director of Yaldeinu.

Building on the success of last summer’s pilot program, Yaldeinu will also sponsor 4 young adults from the Cuban Jewish Community, who will fill staff roles at its partner camps. “This opportunity not only allows Cuban Jews to travel abroad but also trains them for important leadership positions in their own community as they return to leading Jewish youth programs across Cuba,” said Mr. Etedgui.

For the first time, Yaldeinu will be bringing children from Bolivia to participate in its camping program as well. “The Jewish community of Bolivia has steadily dwindled and today has approximately 300 members in one of Latin Americas poorest countries. These children will be reintroduced to Judaism through exciting and enjoyable programs,” said Mr. Etedgui.

“Once again, we thank all of our supporters and Camps George and Gesher for their vision and dedication to Yaldeinu’s international exchange programs. We are certain our visiting children will enrich the camp experience while teaching their Canadian brothers and sisters about Jewish life in the Diaspora,” concluded Mr. Etedgui.

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#### **About Yaldeinu**

Yaldeinu (Our Children) is a grassroots charitable organization dedicated to preserving the traditions and ideals of Judaism by providing formal and informal education to a myriad of Jewish children in various parts of the world. Headquartered in Toronto, Canada, Yaldeinu’s activities are divided into two categories: Jewish day school education and Jewish camping.