



FRIENDS OF YEMIN ORDE ANNOUNCES THE ELECTION OF FIVE NEW MEMBERS TO ITS BOARD OF DIRECTORS

FOR IMMEDIATE RELEASE-BETHESDA, MD, Jan. 5, 2015: Friends of Yemin Orde (FYO) is pleased to welcome five new members to its Board of Directors, effective January 1, 2015. The new members were unanimously voted to their volunteer posts during the organization's November 2014 biannual board meeting in New York City. The new Board Members are: **Jonathan Cordish** (Baltimore); **David Frieze** (Boston); **Celina Schocken** (New York); **David Schwarz** (New York); and **Neil Tucker** (New York). Friends of Yemin Orde is the U.S. fundraising arm of Yemin Orde Youth Village and Yemin Orde Educational Initiatives (YOEI), both located in Israel. Yemin Orde Youth Village provides a home, a safe haven and an excellent education to approximately 400 emotionally-fragile immigrant and Israel-born youth; YOEI is an independent organization created to expand Yemin Orde's successful education methodology, called the Village Way, to other youth villages and schools throughout Israel. Visit www.yeminorde.org for more information on Yemin Orde and its education methodology.

The new board members bring deep and wide-ranging professional and philanthropic experiences to FYO's board. Members on FYO's board serve three-year terms, with a maximum of three terms each.

"I applaud our volunteer leaders who share their time and compassion to raise funds for Israel's at-risk and immigrant children. These youth hold the key to Israel's future as its next generation of leaders and they urgently need our help in order to thrive and have hope," said Karen Sallerson, Executive Director, Friends of Yemin Orde. "I look forward to working with our five new board members to advance the important mission of our organization."

Jonathan Cordish has served on the FYO endowment fund investment committee for more than six years. Jon is Director of Finance and a Principal of The Cordish Companies of Baltimore, MD. He also serves as President of Cordish Private Ventures, LLC, a private equity investment company, and is Chairman of Cordish Media, Inc., an independent film distribution company he founded in 1994.

David Frieze serves as a partner at Churchill Forge Properties in Newton, MA, which is an owner/operator of multifamily apartment buildings in the United States. Prior to joining Churchill Forge, David served in a number of leadership positions for Northland Investment Corporation. He actively participated in the planning and recruiting for a fundraising gala in Boston honoring his father, Michael, who served four years as Friends of Yemin Orde's board chair.

Celina Schocken has extensive leadership experience working on healthcare and development issues in developing countries, including innovation, program management, business development and strategy. She provides expert consultancy for companies and organizations developing medical products and

services for developing country markets. Celina previously served as Director of Policy and Advocacy at Merck for Mothers, global initiative aimed at improving the health and well-being of women during pregnancy and childbirth. She served as Chief Advisor in the Rwandan Ministry of Health, among other international assistance programs and, in 2005, she was a fellow at the Council on Foreign Relations.

"Yemin Orde provides an unparalleled educational experience to kids who come from highly challenged backgrounds. The proven methods of the educators transform these children where, upon graduation, they become productive citizens and leaders within Israel," Schocken said. "Also, the sense of community and family is so strong at the Village, the kids know that they have a home to return to, regardless of their age, or where they are in their lives."

David Schwarz served as a Board Observer since May 2012. In that time, he has organized several highly successful fundraising programs in New York City, including a special event at a Tory Burch retail store and an informational gathering that included prominent members of New York's financial and real estate community. David is currently a Senior Vice President of Colony Capital, LLC, and is responsible for the identification, evaluation, consummation and management of new real estate investments.

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Neil Tucker is an attorney and partner at Kramer Levin & Frankel LLP in New York City, and longtime advocate and leader in the Jewish communal arena. He served as a board member of UJA-Federation in Westchester County and as its General Campaign Chair. Neil and his family and friends established an endowment fund for the computer center at Yemin Orde in memory of his father, Marvin. Professionally, Neil specializes in real estate transactions and has been nationally and regionally recognized by Best Lawyers, Legal 500, Chambers USA and New York Super Lawyers.

At Yemin Orde Youth Village, nearly 400 at-risk kids live in a safe and loving home, have a top-rated education and are surrounded by positive role models. The Village operates on a 24/7 basis with exceptional extra-curricular programs and therapeutic services typically not offered at other youth villages and schools in Israel. Its successful educational methodology, called the Village Way, is a model of excellence throughout Israel and offers opportunities for vulnerable children to develop leadership skills, self-esteem, cultural identity and hope for the future. Graduates remain connected to the Village for life.

Yemin Orde Educational Initiatives (YOEI) expands the Yemin Orde methodology throughout Israel thereby, reaching thousands more at-risk children and educators. An estimated 4,000 youth and 900 educators have been impacted by YOEI and its workshops, resources and interventions. Today, there are 23 educational communities in Israel that partner with YOEI, including youth villages, residential therapeutic communities and public high schools, including a school in the Israeli-Arab sector.

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