

**LOS ANGELES JEWISH COMMUNITY ACTIVIST, MARCIE ZELIKOW, TO SERVE AS  
NEW NATIONAL CAMPAIGN CHAIR FOR FRIENDS OF YEMIN ORDE**

*Friends of Yemin Orde supports Yemin Orde Youth Village in Israel and  
Yemin Orde Educational Initiatives.*

*The Village is home and school to hundreds of at-risk immigrant youth from all over the world who have  
suffered trauma; The Educational Initiatives program extends the Yemin Orde philosophy to other  
villages and schools in Israel.*

**ROCKVILLE, MD., Dec, 27, 2011, FOR IMMEDIATE RELEASE** -- Friends of Yemin Orde has announced that Marcie Zelikow, a Los Angeles-based Jewish community activist, will serve as the organization's new National Campaign Chair for a three-year term, effective immediately. Zelikow has served on Friends of Yemin Orde's board of directors and was instrumental in building its strong base of support in the Southern California region. Yemin Orde Youth Village, located in the Carmel Forest region of northern Israel, is the preeminent residential education program for at-risk youth in Israel, and serves as home, school and family to hundreds of children marred by neglect, abandonment and strife. Yemin Orde Educational Initiatives (YOEI) extends the Village's successful methodology to other youth villages and schools in Israel by sharing resources and helping to create a positive learning environment. For more information on Yemin Orde and YOEI, visit [www.yeminorde.org](http://www.yeminorde.org), email [info@yeminorde.org](mailto:info@yeminorde.org) or call 202-237-0286.

As the new National Campaign Chair, Zelikow will succeed Denver businessman, Charlie Gwirtsman, who will now serve as Co-Chair of Friends of Yemin Orde's Board of Directors. Gwirtsman will partner with current Board Chair, Michael Frieze, until January 2013, when Gwirtsman will assume sole leadership of the Board.

"We are thrilled and honored to have Marcie lead our fundraising efforts in the United States. She is a well-respected and active member of the Los Angeles Jewish community and has worked tirelessly on behalf of the children at Yemin Orde as well as the growing Educational Initiatives program," said Karen Sallerson, Executive Director, Friends of Yemin Orde. "Marcie brings great passion and drive to our organization."

In June, 2011, Zelikow addressed hundreds of Israeli educators at a prestigious education symposium in Israel, which highlighted the successful innovative teaching methodologies of Yemin Orde Educational Initiatives.

"One of the reasons that I am active with Friends of Yemin Orde is because I think it is important for American Jews to support the kind of philanthropies that help build a strong Israeli society," Zelikow said. "Yemin Orde, both the Village and the Educational Initiatives, represents truly that which is best in the Zionist experience."

Zelikow is currently involved in numerous philanthropic activities in the Los Angeles Jewish community, including Board Member, Jewish Family Services; Vice President, Temple Emanu El of Beverly Hills; and Chair, Advisory Board, Hebrew Union College's School of Jewish Non-Profit Management. She is also an active member of the American Jewish Committee. Previously, Zelikow served as Women's Campaign Chair, UJA Hillcrest Country Club; Board Member and Committee Chair, Jewish Home for the Aging, Reseda, CA; and in a variety of leadership positions with the Jewish Federation of Greater Los Angeles. Professionally, Zelikow worked in sales management for private industry, as well as was an independent business owner.

### **About Yemin Orde Youth Village & Yemin Orde Educational Initiatives**

*Yemin Orde Youth Village, located just south of Haifa in the Carmel Mountains, is home, school and safe haven to hundreds of at-risk immigrant youth from all over the world, among them Ethiopia, the former Soviet Union, and Brazil. The Village's dedicated staff, educators and other professionals helps the children cultivate self-esteem, leadership skills, strong cultural identity and a positive outlook on life. Yemin Orde Educational Initiatives was established to expand the Yemin Orde methodology to other villages and schools in Israel by providing resources, teacher training, workshops, and more. Visit [www.yeminorde.org](http://www.yeminorde.org) for more information on the Village or email [info@yeminorde.org](mailto:info@yeminorde.org), or call 202-237-0286.*

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