



FOR IMMEDIATE RELEASE

SUBSIDIZED TICKETS AVAILABLE TO PARENTS OF IDF LONE SOLDIERS

NEFESH B'NEFESH & EL AL ISRAEL AIRLINES PARTNER TO REUNITE FAMILIES

New York – March 6, 2017 – Nefesh B'Nefesh and [EL AL Israel Airlines](http://www.elal.com) are partnering to offer partially subsidized plane tickets between any EL AL gateway city in North America and Israel for parents of Lone Soldiers. The tickets will be allocated to families whose financial limitations prevent them from otherwise reuniting.*

Drafting and serving in the Israeli Defense Forces (IDF) can be a challenging experience for Lone Soldiers, as well as deeply emotional for parents. A soldier participates in an average of three ceremonies throughout his or her IDF service: the “swearing-in ceremony” (*Tekes Hashba'ah*), the “acceptance into his or her unit” (*Tekes Kumta*), and the “end of basic training” (*Tekes Sof Maslul*).

“It is a tremendous privilege for us to help parents of Lone Soldiers reunite with their sons and daughters during their army service,” said Nefesh B'Nefesh Co-Founder and Executive Director, Rabbi Yehoshua Fass. “We want to ensure that families have the ability and opportunity to participate in this special milestone.”

EL AL Israel Airlines Managing Director, North and Central America, Yoram Elgrabli, stated “We are pleased to partner in this important endeavor which will enable parents to proudly witness and support their Lone Soldier standing in uniform on such a special day or have them spend quality time together.”

*The subsidized tickets will be allocated according to the following criteria:

- One subsidized ticket will be allocated per Lone Soldier family.
- Subsidized flight tickets are restricted to parents of Lone Soldiers and are non-transferable.
- Subsidized flight tickets are restricted to parents of Lone Soldiers who are serving in their first year of IDF service to attend a ceremony taking place during their first year of service; or to parents of Lone Soldiers who are in elite units which have training courses ending during their second year of service.
- Total ticketing fee is \$250 (all other flight costs are subsidized by Nefesh B'Nefesh and EL AL)

Anyone interested in obtaining more information about the program should contact Nefesh B'Nefesh at: lonerparent@nbn.org.il.

This FIDF – Nefesh B'Nefesh Lone Soldiers Program strives to provide Lone Soldiers with all the resources, support, and guidance necessary for a successful IDF service and post-army life in Israel. The Lone Soldier program team members understand the difficulties a Lone Soldier faces when drafting, while in active service, and work hard to ease the process. www.nbn.org.il/lsp

EL AL offers the most nonstop flights between North America and Israel from the following cities: New York (JFK/Newark), Boston, Los Angeles and Toronto, up to 33 nonstops every week.

To find out more about Nefesh B'Nefesh, visit www.nbn.org.il. Learn more about EL AL special promotions, events in Israel and useful travel tips by joining the airline on [Facebook \(ELALIsraelAirlinesUSA\)](https://www.facebook.com/ELALIsraelAirlinesUSA) and [Twitter \(@ELALUSA\)](https://twitter.com/ELALUSA).

Nefesh B'Nefesh works in close cooperation with Israel's Ministry of Aliyah and Immigrant Absorption, The Jewish Agency for Israel, Keren Kayemeth LeIsrael, and JNF-USA.

About EL AL

Celebrating more than 65 years of service, EL AL, Israel's national airline, offers the most nonstop flights between New York (JFK/Newark) and Israel as well as the only nonstop service from Boston and Los Angeles. EL AL also flies nonstop from Toronto to Israel. Only EL AL has First Class service on nonstop flights between the U.S.A. and Israel. The airline flies to more than 35 destinations from Israel and serves dozens of other cities throughout the world (including the USA and Canada) via partnerships with many other leading carriers, including JetBlue Airways, WestJet and Porter Airlines. EL AL has an annual revenue of about \$2 billion and carries close to 5 million passengers every year.

EL AL embodies Israel's values of innovation and the promise of a genuine Israeli welcome.

EL AL. It's not just an airline. It's Israel.

About Nefesh B'Nefesh:

Founded in 2002, Nefesh B'Nefesh in cooperation with the Israeli government and The Jewish Agency for Israel, is dedicated to revitalizing Aliyah from North America and the UK by removing or minimizing the financial, professional, logistical and social obstacles of Aliyah. The support and comprehensive social services provided by Nefesh B'Nefesh to its over 50,000 newcomers has ensured that over 90% of its Olim have remained in Israel. www.nbn.org.il

There are currently 3,000 Lone Soldiers serving in a range of positions in the IDF. They are young men and women who have made Aliyah and are serving in the army without their parents in the same country. The Nefesh B'Nefesh Lone Soldiers Program was created in cooperation with Friends of the IDF (FIDF) in order to provide a holistic approach to supporting every Lone Soldier as they work towards a successful life as an Oleh, IDF soldier, and Israeli citizen. www.nbn.org.il/lsp

###