

REQUEST FOR COVERAGE

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JEWISH ROOTS: PAST, PRESENT & FUTURE

On April 1, 2017, Jewish Children's Regional Service (JCRS) will be presenting its **Jewish Roots: Past, Present & Future** Gala at the Hyatt Regency New Orleans. This will be the 6th JCRS Jewish Roots event and since beginning this series, the annual gala has become the largest upscale Jewish gathering in New Orleans with nearly 500 people from across the community and across the Mid-South in attendance. Tickets are available at www.jcrs.org or by calling the office at (800) 729-5277.

The event will feature a cocktail reception and seated dinner created by **Creole Cuisine Restaurant Concepts** and their family of restaurants including Broussard's, The Bombay Club, Kingfish, Tommy's Cuisine, and Marché. The **NOCCA Jazz Ensemble** will entertain and there will be a moving testimonial from a JCRS "Success Story", as well as a silent auction featuring once-in-a-lifetime vacations and more. The 2017 *Jewish Roots* Gala will honor the past, current and future leaders of the organization including its former Presidents and Scholarship Committee Chairpersons.

JCRS has served vulnerable Jewish children and families providing college scholarships, grants for Jewish summer camp experiences, special needs assistance, and other vital outreach programs since 1855. Today, JCRS is as vital as ever, as JCRS served or funded over 1,600 Jewish children in 2016 - a new service record - from more than 200 communities across our seven-state region.

In the last twelve months, ending September 30, 2016, 54% (545) of the approximately 1000 Jewish youth, ages 17 and under, in Greater New Orleans have received at least one, if not multiple, JCRS services.

For more information about JCRS, visit www.jcrs.org or call (800) 729-5277.

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