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Press Section

American Embassy

Tel Aviv

FOR IMMEDIATE RELEASE

Press Release

Institute of International Education to Award Prize to Founders of *FRESH START*: Israeli and Palestinian Young Professionals Alliance

Fifth annual Goldberg IIE Prize recognizes Nimrod Goren and Hakam Jadallah for their efforts to bring together young Palestinian and Israeli professionals and advance peace in the Middle East

WHAT: Reception to present the **Victor J. Goldberg IIE Prize for Peace in the Middle East**

WHERE: The American Center in Jerusalem, 19 Keren Hayesod Street, Jerusalem

WHEN: June 23, 2009: 3:30 – 5:30 p.m. Reception and Award Ceremony

WHO: Luis Moreno, Deputy Chief of Mission, U.S. Embassy
Alex Daniels, Director, American Center in Jerusalem
Peggy Blumenthal, Chief Operating Officer, Institute of International Education, NYC
Victor J. Goldberg, IIE Trustee and donor of the Goldberg IIE Peace Prize
Nimrod Goren, Director of the Young Israeli Forum for Cooperation (YIFC)
Hakam Jadallah, Director of the Palestinian Youth Forum for Cooperation (PYFC)

FRESH START: Nimrod Goren and Hakam Jadallah created *Fresh Start* to prepare young professionals in Israeli and Palestinian society to be in a strong position to lead for change, to generate movement towards peace, and to devise joint vision-led post-conflict agendas. The two Prize winners founded and serve together as executive directors of Fresh Start, which is a joint initiative of the YIFC and the PYFC. Their goal is to develop the leadership capacity of young Palestinian and Israeli

Public Affairs Section

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professionals to address conflict and find ways to take collective action for a better, more peaceful future. The initiative enables young professionals from diverse social, ideological and professional backgrounds to take policy-oriented collective action to address conflict by identifying young Israeli and Palestinian leaders, increasing trust among those young leaders, and increasing their awareness that they can work collaboratively to address conflict at community, national, and bi-national levels. In 2004, Nimrod Goren participated in the U.S. State Department's International Visitors Leadership Program on "Conflict Resolution and Preventive Diplomacy."

THE GOLDBERG IIE PRIZE: The Institute of International Education (IIE), a New York-based non-profit organization founded in 1919, created the Goldberg IIE Prize with an endowment from IIE's Executive Committee member and former Vice Chairman Victor J. Goldberg. The Prize recognizes outstanding work being conducted jointly by two individuals, one Arab and one Israeli, working together to advance the cause of peace in the Middle East. IIE's Chief Operating Officer, Peggy Blumenthal will join Mr. Goldberg in presenting the winners the \$10,000 Prize on June 23 at the American Center in Jerusalem.

For background on previous winners, visit www.iie.org/goldbergprize.

To attend the June 23 event in Jerusalem or to request interviews, contact:

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