



January 2015

Shalom Parade Family,

We are proud to announce that the 2015 Celebrate Israel Parade will take place on Manhattan's Fifth Avenue on Sunday, May 31st from 11:00 AM to 4:00 PM.

The Parade theme for 2015 for the State of Israel's 67th birthday will be:

ISRAEL IMAGINES!

The founders of Israel had a dream. They imagined a vibrant, independent and Jewish state that would not only be a haven for Jews from all over the world, but also one that would incorporate the best characteristics of its citizens: brains and brawn, creativity, determination, fairness and imagination - a state whose greatest natural resource is its people who could imagine that future - one that would benefit the whole world! Today's Israel is a result of that dream. We invite you to use **your** imagination and creativity to highlight some of the things that Israel imagined and continues to imagine - some that have come to fruition and some still to be achieved.

Attached are your **Marching Group Registration** materials. Please complete and return the Registration Form, Tone & Spirit Agreement and Registration Fee no later than **March 27, 2015**.

Please Note: you will not be considered registered until:

- 1) **We have received the following items:**
 - ◆ **Completed Registration Form**
 - ◆ **Signed Tone & Spirit Agreement and Release**
 - ◆ **Registration Fee**
- 2) **You have attended a *mandatory* Creative Planning Meeting.**

Additional information and copies of this registration form are available online at www.celebrateisraelny.org. **The internet-interactive Creative Theme Book will be sent to you by email.** Please review it online to access all the websites and YouTube videos that are highlighted.

If you have any questions, please contact Karen Ostrove, Creative Director at (646) 467-8030 ext. 482 or email ostrovek@jcrny.org.

Karen Ostrove
Creative Director

Peter Kohlmann
Executive Producer

Michael Mittelman
Director, Celebrate Israel

The Celebrate Israel Parade is a project of the
JEWISH COMMUNITY RELATIONS COUNCIL OF NY
225 West 34th Street, Suite 1607, New York, NY 10122

Tel [646 467 8030](tel:6464678030) – Fax [212 983 4084](tel:2129834084) – parade@celebrateisraelny.org - www.celebrateisraelny.org
JCRC-NY is a beneficiary of UJA-Federation of NY



2015 MARCHING GROUP RULES

A. GENERAL RULES:

1. Marching Groups (and all organizations within a Cluster Group) must be federal 501(c)(3) tax exempt organizations and may not be paired in any manner with a 501(c)(4) organization. All returning organizations' information is on file with the Parade. Each new organization must submit its official documentation (Certificate of Incorporation, IRS letter, mission statement, etc.). The Parade reserves the right to reject any registration or revoke any approved registration.
2. All Groups must identify with Israel as a Jewish and democratic state and recognize Israel as the homeland of the Jewish People.
3. All Groups must oppose, not fund, nor advocate for the Boycott, Divestment and Sanctions (BDS) movement against Israel, which seeks to delegitimize the State of Israel by not recognizing it as a Jewish state.

For further background information, please review the following two resources:

[The ABCs of BDS](#)

[The Delegitimization of Israel](#)

B. GROUP RULES

1. The number of participants in a Marching Group **must be no fewer than 60**. Organizations with fewer than 60 participants may register as part of a Cluster Group.
2. Only students who are 4th grade and above may march. Only adults affiliated with educational or youth organizations are permitted to march with such groups.
3. Jewish/Zionist Youth organizations must be affiliated with either the American Zionist Movement or a major Jewish religious movement such as Orthodox, Conservative, Reform or Reconstructionist.
4. All groups must assign at least two liaisons to attend the mandatory Parade Creative Planning Meeting as part of the registration process.
5. All Marching Group participants – children and adults - **must wear coordinated attire**.

C. PARADE DAY RULES

1. All Groups must have the following for the Parade: a) An Organization Name Banner; b) a Theme Statement Opening Banner; c) Hand-held props; and d) uniformity of costume/attire/t-shirts.

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2. The Parade shall approve all banners, props, flags, music, T-shirts and costumes used in the Parade. Groups **may not**, under any circumstances, insert new banners, additional statements on banners or other props unrelated to their approved theme (e.g. political slogans, divisive or inflammatory statements). No weapons or representations of weapons are permitted.
3. Only registered Groups and approved vehicles are allowed to participate in the Parade. **No spectator nor an unapproved vehicle may join the Line-of-March at any time or anywhere.**
4. Participants **must** walk the full length of the Parade route and are not allowed to leave the Line-of-March at any time, including the VIP seating area. All Groups **must** move forward at all times unless directed to stop by the NYPD and/or Parade Staff.
5. Strollers and carriages as well as talking on cell phones are strongly discouraged.



2015 REGISTRATION FORM

**SUNDAY, MAY 31, 2015 - 11:00 AM TO 4:00 PM - RAIN OR SHINE
FIFTH AVENUE - 57TH TO 74TH STREETS**

Please mark your appropriate category (and circle any appropriate sub-categories):

- | | |
|---|-------------|
| <input type="radio"/> Day School (elementary, middle or high) | \$ 950.00 |
| <input type="radio"/> Two Affiliated Schools | \$ 1,500.00 |
| <input type="radio"/> Three Affiliated Schools | \$ 1,900.00 |
| <input type="radio"/> Individual Synagogue/Temple | \$ 750.00 |
| <input type="radio"/> Youth /Adult / Community / Collegiate Orgs. | \$ 750.00 |

Please make checks payable to "JCRC-NY" and please write "Parade" in the memo line.

PLEASE TYPE OR PRINT CLEARLY:

Name of Organization or School

Street Address

City

State

Zip

Phone

Extension

Fax

Names of Affiliated Groups/Schools (if applicable)

FOR OFFICE USE ONLY:

Registration ___ Agreement ___ Check # _____ Amount _____ Date in Full _____

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REQUIRED CONTACT INFORMATION:

1. Contact for Registration, Fees, and other clerical mailings:

Name: _____

Phone: _____ E-mail: _____

2. Contact for Creative Planning Meetings, Theme, and Parade Preparation:

Name: _____

Phone: _____ E-mail: _____

3. Principal/Director (who is now required to be the signatory to the Tone & Spirit Agreement):

Name: _____

Phone: _____ E-mail: _____

DEADLINE FOR MARCHING GROUP REGISTRATION

FOR THE

2015 CELEBRATE ISRAEL PARADE IS:

MARCH 27, 2015

Registrations received after March 27, 2015 will result in additional fee of \$100.

Cancellations prior to March 27, 2015 will result in a processing fee of \$100.

Refunds will not be issued for cancellations after March 27, 2015.

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Tone & Spirit Agreement and Release

The Celebrate Israel Parade is a pageant-like event whose sole purpose is to demonstrate the community's love for the Jewish and democratic state of Israel. It is held with pride and with a sense of unity, despite philosophical or political differences within the community-at-large.

- ◆ Themes and Creative Visual Presentations must be in the tone and spirit of the Parade.
- ◆ Registered Marching Groups must present their theme statements and messages on JCRC-NY approved banners and props in **optimistic, inspirational and positive phraseology**.
- ◆ The Parade is an apolitical event. It is not a rally, a protest march, nor a walk-a-thon.

1. We have read the Rules of the Parade; and, as a participating Marching Group, we agree to adhere to them. We understand the Parade's requirements as to the Tone & Spirit of the Parade; and, as a participating Marching Group, we agree to adhere to those directives.
2. We understand that any infraction of the aforementioned, either prior to the Parade or on Parade Day, constitutes grounds for probationary status, denied participation and/or removal, by Parade Staff or City Officials, of any and all offending articles, banners, props, etc. from the Parade route that are political and controversial.
3. We understand that, should our Marching Group be denied entry in the Parade, or should our participation be cancelled due to violation of the above directives, the Parade shall not return our registration fee.
4. We hereby grant permission, without reservation, to the Jewish Community Relations Council of New York, Inc. ("JCRC-NY"), and those authorized by JCRC-NY, to take photographs and to make video and/or audio recordings of our Marching Group and all its participants at the Parade, and to use them in original or modified form in all media now or hereafter known, with or without our Marching Group's name or name of any participant, for the promotion, public education, and/or fundraising activities of JCRC-NY. We understand and agree that there will be no compensation for the above and agree that JCRC-NY will be the sole owner of all tangible and intangible rights in the above-mentioned photographs and recordings, with full power of disposition.

Signature of **Principal/Director**

Name of Organization

Print Name of **Principal/Director**

Date