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KATHIE LEE GIFFORD TO BE HONORARY GRAND MARSHAL OF THE 52ND ANNUAL CELEBRATE ISRAEL PARADE

Grand Marshal and Performers also Announced for 2016 Parade

NEW YORK, N.Y. – May 18, 2016 - The Jewish Community Relations Council of New York (JCRC-NY) today announced that television host, playwright, producer, singer, songwriter and actress, **Kathie Lee Gifford** will lead the 2016 Celebrate Israel Parade up Fifth Avenue Sunday, June 5, in front of hundreds of thousands of spectators as the Honorary Grand Marshal. This year's Grand Marshal is **Moshe Gil** of Brooklyn.

The Parade is the largest event in the world in celebration of Israel that highlights the positive impact the Jewish and democratic state of Israel has on the lives of people around the world.

Kathie Lee Gifford is the co-host of the fourth hour of TODAY, alongside Hoda Kotb. The Gifford-Kotb hour has been hailed as “appointment television” by Entertainment Weekly, and “TODAY’s happy hour” by USA Today. Prior to NBC News, Gifford served as the co-host of “Live with Regis and Kathie Lee” for 15 years, where she received 11 Emmy nominations. She was also a correspondent for “Good Morning America” for three years. A playwright, producer, singer, songwriter and actress, Gifford has starred in numerous television programs and movies in her 40-year career. She has her own record label and has written several musicals including Broadway’s SCANDALOUS, which received a Tony nomination for Best Actress in 2012. Gifford also starred on Broadway in “Putting it Together” and “Annie.” Gifford lends support to numerous children’s organizations including Childhelp and the Association to Benefit Children, which spawned Cassidy’s Place and Cody House, named after her two children. A devoted humanitarian, she received an honorary degree from Marymount University for her humanitarian work in labor relations.

Moshe Gil is an Israeli born entrepreneur who came to America back in 1989. He soon started Carisma Large Format Printing in a mechanics shop in Brooklyn, NY. Carisma has grown to become the most prominent printer in transit advertising across America. With a fleet of digital double-deckers right here in NY and embellished illuminated double decker buses in every major

market across the country, Carisma has pushed the limits of transit advertising nationwide. CitySightseeing Double Decker Buses in NYC are all proudly wearing their wraps as well as many of the local food trucks in NYC. In addition to the NY market, Carisma prints and ships to all major markets throughout the country. In addition to vehicle graphics, Carisma works with many marketing companies helping to bring their visions to fruition. With a strong connection to Israel and great pride in the technology that comes from there, this year Moshe became the first customer of the Israeli start-up Massivit. Massivit is the first and only company in the world to develop super-fast, super-big 3D printing technology.

Performing at this year's parade are:

- **The cast of the Broadway production of *Fiddler on the Roof*** – The 2016 Tony-nominated heartwarming story of fathers and daughters, husbands and wives, and the timeless traditions that define faith and family, starring Tony nominees Danny Burstein and Jessica Hecht.
- **The Maccabeats** - Originally formed in 2007 as Yeshiva University's student vocal group, the Maccabeats have recently emerged as both Jewish music and a cappella phenomena, with a large fan base, more than 20 million views on YouTube, numerous TV appearances, and proven success with four albums, 2010's *Voices From The Heights*, 2012's *Out Of The Box*, 2014's *One Day More* and 2015's *A Maccabeats Hanukkah*.
- **DJ LT** - DJ LT has graced the stages of countries worldwide, from major clubs in Israel to the US, Europe and China. With her own unique style of mixing and synth keyboards live playing, she gives familiar tracks another dimension.
- **Milk & Honeys** – An Afro Hebrew NYC based band that brings a unique and refreshing blend of Israeli music with a wide range of influences such as Afro-beat, Ethiopian music, R&B and Funk.
- **SOULFARM** - Founded in Israel by Grammy Award winner lead guitarist C Lanzbom and guitarist and lead singer Noah Solomon Chase, their sound has been dubbed as New American music, full melodic song writing and progressive modern arrangements. Together with drummer Ben Antelis and bassist Daniel Ori, their live shows are full of Mediterranean flavor with captivating guitar leads, dance rhythms and strong percussion breaks.
- **The Israeli Dance Institute** - Members of the Israeli Dance Institute's Parparim Ensemble continue the annual tradition of bringing the vibrant spirit of Israel through dance to the Celebrate Israel Parade. Under the direction of Ruth Goodman, Parparim impressively demonstrates the diversity of the Jewish people and modern Israeli culture through exhilarating programs of dance and song that have thrilled audiences in the United States and Israel since 1975.
- **Jewish Rock Radio DJ Lee Epstein** – Has voiced-over and hosted both online content and live events for Jewish Rock Radio. DJ Lee also hosts and produces television and

online video including being the co-host for the *Girl Meets World After Show* on AfterBuzz TV online.

- **Israel's Pro Cycling Team, including National Champion, Guy Sagiv** – Cycling Academy is the first ever Israeli Professional cycling team, racing around the globe. The multinational team based in Israel is spearheaded by the country's best talents with the mission to develop and bring them to the world biggest stages like the Tour de France.

In honor the Celebrate Israel Parade and the state of Israel, the Empire State Building will shine its world-famous tower lights blue and white on Saturday, June 4.

For the latest information, please visit the Parade website at celebrateisraelny.org, follow us on Twitter [@celebrateisrael](https://twitter.com/celebrateisrael), visit our Facebook page: [Celebrate Israel Parade](https://www.facebook.com/CelebrateIsraelParade) and subscribe to our YouTube Channel: www.YouTube.com/CelebrateIsraelNY.

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