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****FOR IMMEDIATE RELEASE****

**56th ANNUAL CELEBRATE ISRAEL PARADE
MOVES ONLINE WITH VIRTUAL CEREMONY THANKING FRONTLINE WORKERS
AND FEATURING SPECIAL GUESTS**

Themed “Todah” as a Thank You to Frontline Workers Everywhere from New York City to Israel

The Virtual Parade Will Raise Money for UJA Federation’s COVID-19 Relief Fund

NEW YORK, N.Y. – The Jewish Community Relations Council of New York (JCRC-NY) announced that the Virtual Celebrate Israel Parade will premiere online on **Sunday, June 21, 2020, at 1 p.m.**, as people from across New York City and around the world tune in for the largest public event celebrating Israel.

This year marks the 56th anniversary of the Parade that celebrates Israel’s rich heritage, vibrant culture, and the positive impact the Jewish and democratic state of Israel has on the lives of people around the world. The presence of the Celebrate Israel Parade in New York City has grown exponentially each year in both attendance and excitement since its founding in 1965, and has moved online this year as New Yorkers stay home to help prevent the spread of COVID-19.

The 2020 Parade’s creative theme is “Todah,” which is Hebrew for “Thank You,” in honor of frontline workers and in recognition to the Parade’s marching groups, sponsors, viewers, and friends, and will raise money for UJA Federation’s COVID-19 Relief Fund.

Michael Miller, Executive Vice President & CEO of the Jewish Community Relations Council of New York (JCRC-NY) said, “Annually, the Celebrate Israel Parade serves as a global unity platform for all segments of our community and beyond, even as we practice social distancing. While this year we’ll be in virtuality mode, we’re already gearing up for our coming together again next year, on 5th Avenue!”

Israel’s Consul General Dani Dayan said, “This year the coronavirus was added to those that try unsuccessfully to separate Israel and New York. But it failed to do so. The Parade will march virtually this year, but the love for Israel will be the same and very real. This is always one of the most exciting events for an Israeli in New York and this year is no exception.”

Many of the individuals and groups that would have marched in this year's Parade will share messages during the broadcast, among them Israel's President Reuven Rivlin, Israel's Consul General Dani Dayan, UN Ambassador Danny Danon, Governor Andrew Cuomo, Senator Chuck Schumer, Senator Kirsten Gillibrand, and Mayor Bill de Blasio. Additional guests participating in the virtual Parade include comedian Scott Rogowsky, comedian Elon Gold, singer-songwriter David Broza, musician Dudu Fisher, the American Jewish rock band Soulfarm, the Israeli-American Jewish rock band Moshav, and many more.

This year the one hour-long broadcast of the Parade will be launched online at 1 p.m. on June 21 at <https://celebrateisraelny.org/> and will be available to view on [Facebook](#), [Instagram](#), [Twitter](#), and [YouTube](#).

About the Celebrate Israel Parade

The Celebrate Israel Parade, produced by the Jewish Community Relations Council of New York (JCRC-NY) in cooperation with UJA-Federation of New York and the State of Israel, highlights the vibrant and diverse State of Israel. The Parade on 5th Avenue annually features over 40,000 marchers from many organizations. Hundreds of thousands enthusiastic spectators watch American and Israeli community leaders and dignitaries, entertainers, artists, musicians, dancers, celebrities, floats and marching bands. In 2020, spectators will watch the broadcast online.

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