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Contact: Julia Tomkins, 212-843-9223, JTomkins@rubenstein.com

FOR IMMEDIATE RELEASE

**THOUSANDS SET TO MARCH TOGETHER IN UNITY UP FIFTH AVENUE
ON JUNE 2 AT THE 55TH ANNUAL CELEBRATE ISRAEL PARADE**

Themed "Only in Israel" from Renowned Hebrew Song Rak B'Yisrael

NEW YORK, N.Y. – The Jewish Community Relations Council of New York (JCRC-NY) today announced that Fifth Avenue will turn blue and white on **Sunday, June 2, 2019, from 11 a.m. to 4 p.m.**, as more than 30 floats, 15 world-class marching bands, and 40,000 marchers join in unity in the largest celebration of Israel in the world, the annual **Celebrate Israel Parade**.

This year marks the 55th anniversary of what has become one of the largest events in New York City, growing exponentially each year in attendance and excitement since its founding in 1965. Hundreds of thousands of spectators will gather on Fifth Avenue for the Parade, which celebrates the positive impact the Jewish and democratic state of Israel has on people in New York and around the world.

The Parade is produced by the Jewish Community Relations Council of New York (JCRC-NY), in cooperation with UJA-Federation of New York and the Consulate General of Israel in New York.

Michael Miller, Executive Vice President & CEO of the Jewish Community Relations Council of New York (JCRC-NY) said, "The Celebrate Israel Parade acts as a convener each year for international communities to stand together to promote unity on a global scale."

This year's Parade will welcome Edward A. Mermelstein, Founder and CEO of One & Only Realty and President of ZAKA, as the Grand Marshall. Mermelstein said, "As an immigrant New Yorker and a proud Jew, walking up Fifth Avenue as the grand marshal of the Celebrate Israel Parade is the pinnacle of the American dream. I am so proud to stand with Israel."

More than 250 organizations, Israeli musical artists, and special guests will march along Fifth Avenue, from 57th Street to 74th Street, including groups of rollerbladers, motorcyclists, dance groups, and juggling clowns.

The 2019 creative theme for marching groups and floats is “Only in Israel,” after the famed Hebrew song Rak B'Yisrael. Each group or float will include colorful banners, costumes, and props related to the theme in some way in a show of unity and pageantry for Israel.

For the ninth year in a row, the Parade will be televised live by FOX affiliate, WWOR-TV My9 and Jewish Broadcasting Service from 12–3 p.m., and streamed on [Facebook Live and https://celebrateisraelny.org/](#), and from 12-3 p.m. The Celebrate Israel Parade broadcast is sponsored by Friends of Maimonides Medical Center.

Parade Co-Chair Judy Kaufthal remarked, “The Celebrate Israel Parade is the world’s largest expression of support for solidarity. It’s breathtaking to see Fifth Avenue filled with people of all ages celebrating Israel and its culture.”

This year’s Parade offers unique sponsorship opportunities for those who wish to be part of one of the largest parades in the world. Please contact Gianna Bergman, Director of Sponsorships, at gianna@celebrateisraelny.org to find out how your organization can become a sponsor. For information on participating in the Parade as a group, please visit <http://celebrateisraelny.org/registration/>.

For the latest information on the Celebrate Israel Parade, please visit the Parade website at celebrateisraelny.org or follow us on Twitter [@celebrateisrael](https://twitter.com/celebrateisrael) or visit our Facebook page: [Celebrate Israel Parade](#).

About the Celebrate Israel Parade

The Celebrate Israel Parade highlights the vibrant and diverse State of Israel. The Parade 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. Many more watch on the live broadcast via television or live-stream.

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