



## **ALLIED JEWISH FEDERATION OF COLORADO**

**FOR MORE INFORMATION:**

Talia Davis, Marketing Senior Manager  
Direct Line: 303.316.6459  
tdavis@ajfcolorado.org

***FOR IMMEDIATE RELEASE***

---

### **FEDERATION LUNCH WITH A LEGEND TO RELAUNCH PJ LIBRARY ON AUGUST 13**

DENVER - (July 31, 2012)— The Allied Jewish Federation of Colorado (Federation) and PJ Library will celebrate a new partnership with a luncheon on Monday, August 13, 2012, 11:30 a.m. to 1:30 p.m. at Brownstein Hyatt Farber Schreck, LLP. Harold Grinspoon, a real estate entrepreneur and philanthropist whose foundation launched PJ Library, will be a special guest at the luncheon. Grinspoon established the Harold Grinspoon Foundation in 1993 to promote Jewish life and education among young people, adults and families in North America and Israel. Since its founding, the foundation has generously provided more than \$120 million to programs, grants and operations throughout the Jewish world.

“Federation is honored to join forces with PJ Library to help continue its vision of inspiring family engagement in Jewish life through bedtime stories,” said Doug Seserman, Federation's President and CEO. “Partnering with PJ Library is a natural fit, as its mission of strengthening Jewish identity and community is perfectly aligned with Federation’s goals.”

PJ Library mails free, high-quality Jewish children’s literature and music to families on a monthly basis. PJ Library is now in 176 communities across North America. With more than 150,000 total subscriptions, PJ Library has given away over three million books. Federation is committed to raising more than \$300,000 over the next three years to support the PJ Library program. Additional support has been received through a generous grant from the Spitz/Tuchman Family Fund.

“The PJ Library program truly is building a stronger Jewish community, one book at a time,” said Amy Toltz-Miller, Annual Campaign & Jewish Philanthropy Center Chair. “Federation’s support of this unique and beneficial program will enable more families in Colorado to connect to their heritage and each other.”

The luncheon is hosted by Trip and Susan Stern and Jason and Lisa Walko. Recruitment co-chairs are Robin Chotin, Whitney Chotin, Tal Diamant, Rob Kaufmann, Courtney Mizel, Amy Toltz-Miller and Melanie Weitzenfeld.

**About the Allied Jewish Federation of Colorado**

Founded in 1946, the Allied Jewish Federation of Colorado's mission is to build and sustain Jewish life in Colorado, Israel and around the world. As a proud member of the Jewish Federations of North America, which is among the top ten charities in North America, Federation raises and allocates funds to a wide variety of partner agencies and organizations in Colorado, Israel and in more than 60 countries worldwide. Last year, Federation's annual campaign raised \$10.1 million. Federation's endowment arm, the Jewish Community Foundation, houses more than \$40 million in long term assets for individuals, agencies and synagogues in the community. For more information, visit us at [www.ajfcolorado.org](http://www.ajfcolorado.org).

# # #