



**ALLIED JEWISH
FEDERATION
OF COLORADO**

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FOR IMMEDIATE RELEASE

MK EINAT WILF TO KEYNOTE FEDERATION'S CHOICES EVENT

DENVER (October 24, 2011) – The Allied Jewish Federation of Colorado (Federation) announced that Dr. Einat Wilf will join the Colorado Jewish community at Federation's largest annual outreach and fundraising event for women this year. CHOICES will be held Wednesday evening, November 7 at 6:00 p.m. at the Wings Over the Rockies Air and Space Museum in Lowry. Dr. Einat Wilf is a Member of Israel's Knesset and Chair of the Knesset's Education, Sports and Culture Committee. She also serves on the influential Foreign Affairs and Defense Committee and is the Chair of the Knesset Sub-Committee for Israel and the Jewish People.

"We are delighted to welcome Israeli politician, foreign affairs expert and author Dr. Einat Wilf to our annual women's fundraising event, CHOICES," said Judy Altenberg, Federation's Jewish Women's Philanthropy Center Chair. "She has had an impressive career and is a force to be reckoned with in Israeli politics. Dr. Wilf served as a Foreign Policy Advisor to Vice Prime Minister Shimon Peres before joining the Israel Knesset. She brings a wealth of insight and passion to this year's event."

Dr. Wilf was formerly a strategic consultant with McKinsey & Company in New York City and a General Partner with Koor Corporate Venture Capital in Israel. Upon her return to Israel, Dr. Wilf worked as a Senior Fellow with the Jewish People Policy Planning Institute and a weekly columnist for the daily newspaper Israel HaYom. Wilf also taught social entrepreneurship at Sapir College, as well as appearing as a frequent guest on Israeli radio and television talk shows and a member of the President's Conference Steering Committee.

Born and raised in Israel, Dr. Wilf served as an Intelligence Officer in the Israel Defense Forces and holds a BA in Government and Fine Arts from Harvard University, an MBA from INSEAD in France, and a PhD in Political Science from the University of Cambridge.

Dr. Wilf is the author of two books that explore key issues in Israeli society. Her first book, "My Israel, Our Generation", is about Israel's past and future from the perspective of the younger generation. Her second book, "Back to Basics: How to Save Israeli Education (at no additional cost)," offers a detailed and feasible policy proposal for saving Israel's ailing education system.

The event chairs this year are Carla Kutnick and Judie Schwartz with Jackie Sprinches Wong serving as CHOICES Maven. Sue Allon, once again, is generously serving as the CHOICES benefactor. Joining her this year to support this event are, Diana Anderson, Rachel Grynberg, Sylvie Sherman-Bloch, and Mercedes-Benz of Littleton as CHOICES Presenting Sponsors. Additionally, Margo Pinto, Joanne Posner-Mayer, Amy Toltz-Miller, Dependable Cleaners, Neiman Marcus, and the Wells Fargo Foundation have pledged to be CHOICES Event Sponsors.

Table Captain Recruitment Chairs for this year's event are Carley Brooks, Jennifer Feingold, Tiffany Glucksman, Gloria Husney, Lisa Mintz, Sara Nieder, Jennifer Rothschild, Marlene Siegel, Melanie Siegel, Karen Golan, Susan Stern, and Debra Weinstein.

For more information or to register for CHOICES, please visit CHOICES.AJFCOLORADO.ORG, call 303.316.6466 or email events@ajfcolorado.org.

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.

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