

Zeta Beta Tau

A Brotherhood of Kappa Nu, Phi Alpha, Phi Epsilon Pi, Phi Sigma Delta, Zeta Beta Tau

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ZBT adopts JWI as official philanthropy

INDIANAPOLIS, Indiana — Zeta Beta Tau Fraternity is pleased to announce Jewish Women International (JWI) as a new educational and philanthropic partner. This new relationship will further the Fraternity's efforts in promoting healthy relationships and help ZBT brothers to make a strong impact on their campus communities.

Inspired by a legacy of progressive women's leadership and guided by Jewish values, JWI's mission is to ensure that all women and girls thrive in healthy relationships, control their financial futures and realize the full potential of their personal strengths. JWI will be a strong advocate for and partner in ZBT's mission and strategic plan to offer top-notch training to our brothers. JWI's reach extends far beyond just women and Jewish communities and their impact can be felt in diverse communities across the globe.

"Our initial experience with JWI in our award-winning Safe Smart Dating program with Sigma Delta Tau Sorority created an immediate impact within ZBT," said ZBT Executive Director Laurence A. Bolotin, CAE, Alpha Zeta (University of Florida) '01. "The staff at JWI has continued to present ZBT with numerous opportunities that have created valuable training for our brothers on critical topics being addressed on college campuses today. The opportunity to create a formal relationship with JWI that is not only philanthropic but also educational will be a win-win for all involved. Their mission resonates strongly with ZBT and it will be a delight to work with them."

As an educational and philanthropic partner, JWI will work with ZBT leadership to create programs that will educate brothers about healthy relationships and bystander intervention, but also will tackle timely campus safety and health matters.

"Changing the culture on our nation's campuses is one of the greatest challenges of this generation. To see the young men of ZBT step up as allies and as advocates has been tremendous," said Lori Weinstein, CEO of JWI. "We are excited about our expanded partnership. Already some of the brothers have been working with our staff to create a week where the students will engage in honest conversations about what is happening on campus. 'Let's Get Real' promises to spark real insights and will showcase the men of ZBT as true leaders on this issue."

Recognizing that real cultural change needs to start before students get to college, JWI also is pairing with ZBT to advance our efforts to engage high school students as advocates. Launched in spring 2015, the Brother to Brother program connects high school-age men with ZBT brothers to create meaningful relationships through advocacy efforts on behalf of issues

such as campus safety, healthy relationships, anti-Semitism awareness and other concerns important to young men. This program is growing in the 2015-2016 school year as we involve more students in more locations.

ZBT and JWI will launch a new signature event next month to support the Zeta Beta Tau Foundation's Fund for Safe and Healthy Campuses. Green Light Go is intended to be a fun way to raise awareness of healthy relationships issues based on the game Red Light, Green Light. This program's efforts will position brothers as leaders in changing the culture on campus and being examples of the very best of the fraternal world, and Green Light Go will supplement the work done through our award-winning Safe Smart Dating program created in partnership between ZBT, JWI and Sigma Delta Tau Sorority.

An initial \$10,000 donation has been made to the Fund for Safe and Healthy Campuses. This generous support will allow for the launch of the Green Light Go program and the provision of other tools to brothers and friends in regard to healthy relationships. Learn more about Green Light Go or support the Fund for Safe and Healthy Campuses online through zbt.org/greenlightgo.

JWI is now the third official philanthropy of Zeta Beta Tau, alongside Children's Miracle Network Hospitals and the Zeta Beta Tau Foundation.

JWI was founded in 1897 and is the leading Jewish organization supporting women and girls through education, empowerment and advocacy. Our advocacy efforts focus on women's health, economic security and the right to live free from violence. Our education programs promote financial literacy for women of all ages, teach teens and college students to understand and create healthy relationships, and build women's leadership in their careers and communities. JWI supports abuse survivors with resources to help rebuild their lives, and builds children's libraries in domestic violence shelters nationwide. We are a principal leader of the Coalition to End Violence Against Women and Girls Globally and a member of the steering committees of NO MORE and the National Task Force to End Sexual and Domestic Violence Against Women. For more information, visit jwi.org or call 800-323-2823.

Zeta Beta Tau Fraternity was founded in 1898 in New York City as the nation's first Jewish fraternity, ZBT is a Brotherhood of Kappa Nu, Phi Alpha, Phi Sigma Delta, Phi Epsilon Pi and Zeta Beta Tau. ZBT is represented on 90 campuses across North America and has more than 130,000 undergraduate and alumni brothers throughout the world.

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