



P.O. Box 1989  
Fort Lee, NJ 07024 USA  
ph: 201.242.9460  
fx: 201.363.9241  
ws: [www.shalomtv.com](http://www.shalomtv.com)

## **SHALOM TV TELEVISIONING NEW YORK CITY SALUTE TO ISRAEL PARADE, SINGLE LARGEST ANNUAL WORLD GATHERING IN SUPPORT OF ISRAEL**

American Jewish network Shalom TV will be providing millions of cable customers with exclusive television coverage of this year's Salute to Israel Parade, considered the world's largest single-day gathering of support for the Holy Land.

Taking place Sunday, May 6, 2007, in New York City, the event features 100,000 costumed marchers representing public and private schools, synagogues, community centers, Jewish federations, youth organizations, colleges and universities, marching bands, and civic groups, along with professionally designed floats sponsored by private companies and Jewish organizations.

From its multi-camera review stand and interview station on Fifth Avenue and 78th Street, Shalom TV's coverage will feature a team of commentators describing the parade participants as they pass the review stand of American and Israeli dignitaries. Network president Mark S. Golub will provide exclusive interviews with some of the many diplomats, community leaders, celebrities, artists, and special guests from Israel.



Shalom TV has been working with Salute to Israel Parade Executive Director Ruth Kastner in preparing for television coverage.

"We're thrilled to be working with Ruth Kastner and her entire staff who make an invaluable contribution both to Israel and American life," remarked Rabbi Golub. "The Salute To Israel Parade is an expression of the love and commitment Americans everywhere have for the Jewish State and we're thrilled to be able to bring it to communities outside of New York."

Shalom TV's telecast brings the festival to two million households stretching from the Pocono Mountains to the Virginia suburbs, encompassing Philadelphia, Northern Delaware, Baltimore, and Washington, DC. Shalom TV is carried on Comcast and Blue Ridge cable systems as an On Demand service, allowing subscribers to access parade coverage at their convenience.



One million spectators are expected to attend.

The Salute to Israel Parade is a project of the Israel Tribute Committee. Sponsors for the 2007 festival include Israel Development Corporation/State of Israel Bonds, Jewish National Fund, and UJA Federation of New York.

Shalom TV is a cable television network celebrating Jewish culture. Programming on the service reflects the pluralism of Jewish life in America through feature films and documentaries, news and event coverage, programs from the 92nd Street Y, children's series, celebrity interviews, Torah and Talmud study, Kabbalah and Hebrew lessons, and presentations from major Jewish organizations. Subscription information is available online at [www.shalomtv.com](http://www.shalomtv.com).

###