



Pesach 2011/ 5771

Dear Friends

As you may be aware, there is a concerted campaign afoot to boycott Israeli products, culture and academia.

There's a very simple way that all of us can assist in countering the insidious "Boycott, Divestment and Sanctions (BDS)" movement and that is to actively "**Buy Israeli.**"

We can all make the small effort to include an extra Israeli made product every time we shop, whether it be for weekly groceries, gifts or other purchases. Israeli products are available widely, in a number of product ranges, including food, wine, jewellery, cosmetics and homewares.

With Pesach coming up, it's the perfect time to conscientiously and deliberately make **Buy Israeli** decisions. Whether for your food needs or in selecting a gift if you're being hosted, there are many wonderful Israeli products available here in Victoria for you to choose from.

Check out the "Buy Israeli" Register on www.zcv.org.au for information on what Israeli products are available and where. We encourage you to support the companies that support Israel.

This is a most simple and useful way we can all demonstrate our support for Israel and counter those who intend to damage Israel.

**WISHING YOU A CHAG PESACH KASHER VE'SAMEACH – AND WITH A TASTE OF ISRAEL!
LESHANA HABA'AH BE'YERUSHALAYIM**

Ginette Searle
EXECUTIVE DIRECTOR, ZCV