

## EL AL AMBASSADORS ARE REACHING OUT TO YOUR COMMUNITY

EL AL Israel Airlines has established a unique program referred to as **El Al Ambassadors**. The Ambassadors are carefully selected and comprise both pilots and cabin crew who participate in international community outreach activities where they speak about Israel, share their personal stories, and partake in charity events during their layovers abroad.

Engaging with the program is free of charge and intended to continue the important discourse between Israel and communities within the diaspora. These exceptional volunteers have taken their own personal time to be trained and contribute to this fascinating program. Celebrating hundreds of events around the world, we are now reaching out to organizations that are interested in including **EL AL Ambassadors** in any relevant gathering within their respective communities.

These interactions take place at universities and colleges, congregations of all religions, public community events, charity drives and more.

These are just a few of many topics the Ambassadors speak about:

- "Israeli Society" as a multi-cultural society
- Choosing to live in Israel today
- Behind the scenes of El Al Airlines – the flight crew's favorite stories in air and abroad
- Parenthood in Israel
- LGBTQ and Israel
- Israel's military – The IDF
- Women in Israel
- Special immigration 'Aliyah' stories
- Young adult communities and life in Israel
- Public Diplomacy and current political events

The Ambassadors are also trained to facilitate sessions for Zikaron BaSalon to help keep the memory of the Holocaust alive. To learn more, please [click here](#).

As we approach April and the various holidays and memorials including Holocaust Remembrance Day, Israel's Memorial Day for fallen soldiers and victims of terrorism, Israel's Independence Day and more, we invite you to include **EL AL Ambassadors** in your local events.

For more information about how we can set this up and create something special, please contact:

Efrat Raelbrook  
Director, EL AL Ambassadors  
efratra@elal.co.il  
+972 54 3110936

