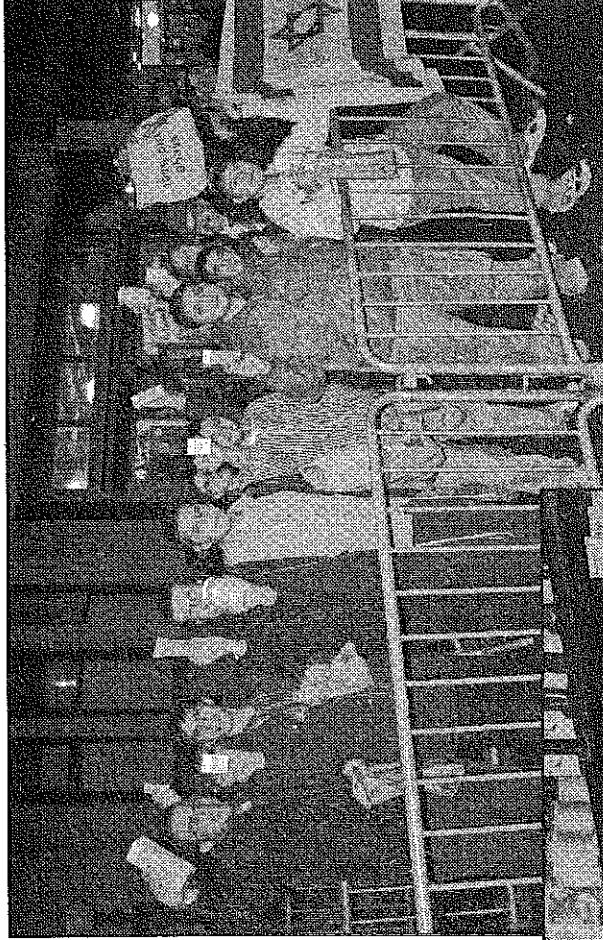


NY MOBILIZES FOR BUY ISRAEL GOODS DAY

On Tuesday, Nov 30, StandWithUs, in partnership with the America-Israel Chamber of Commerce, declared BIG (Buy Israel Goods) Day to counter the anti-Israel activists in NYC who planned to demonstrate and call for boycotts of Israeli products.

Schools, synagogues, and organizations around the tri-state area and across the country mobilized and participated in this day. People bought large a range of Israeli goods from Ahava beauty products to Osem and Wizotski cookies and teas, to Israeli wines to Dorot Herbs. "The idea of this day was to show those who call to boycott Israel that there will be a larger call to buy Israeli products and invest in Israel," said Avi Posnick, East Coast Regional Coordinator for StandWithUs.



Students from Rambam Mesivta HS on Long Island outside Ricky's in Brooklyn proudly displaying the Ahava products they purchased

In NY, Ricky's Cosmetics stores were targeted because they sell Ahava Beauty products, manufactured by the Dead Sea in Israel. Throughout NY, people purchased Ahava at every Ricky's. In Brooklyn Heights, approximately 10 protesters from Code Pink and Brooklyn for Peace stood outside the store. Concurrently, more than 80 students from Shalhevet and Rambam High Schools and community members went inside. The store manager was adamant that these products would not be removed from the shelves

Avi Posnick, Regional Coordinator for StandWithUs, with the store

unless they are bought. She reported that Nov. 30 was her best Ahava sales day! Trader Joes, Costco, Whole Foods, Shoprite and other stores were visited by people who wanted the Israeli goods.

Similar reports of stores selling out Ahava product wherever they were protested was reported in Maryland, Denver, Arizona, Philadelphia, etc. It even stretched across the miles to London with Jews and non-Jews participating.

"This was a huge success," said Avi

'This was a huge success," said Avi Posnick, "and it will happen again."

Posnick, "and it will happen again. This day was part of a larger BIG Campaign that StandWithUs is launching. The BDS movement planned November 30 as their day to target Israel, forgetting that this day coincides with the beginning of Chanukah when the Maccabees triumphed over those who wanted to destroy Israel." He adds, "We must remember that the BDS movement advocates destructive rather than productive measures and undermines hope for peaceful co-existence. It's only goal is to defame, cripple and damage Israel."

More information about this campaign can be found at www.standwithus.com. Visit: www.BuyIsraelGoods.org. The website includes a locator so that you can find stores in your area that carry Israeli products.