



FOR IMMEDIATE RELEASE

**TOP JEWISH TV STAR, MOMMY BLOGGERS, BEST-SELLING AUTHORS VISIT ISRAEL ON
GROUND-BREAKING MEDIA TRIP FOR WOMEN**

JWRP brings “Jewish Media Magnets” with 10+ million followers to Israel

JERUSALEM, November 3, 2017 – Leading entertainers and media professionals from North America have been selected to participate on an exclusive Jewish women’s-only “Media Magnets” Trip to Israel from Nov. 27-Dec. 4, with the Jewish Women’s Renaissance Project (JWRP). These 31 women will explore Israel through a media lens, connecting to Israel’s media professionals and broadcasting their experiences to their combined audiences of 10+million followers.

Among these North American media magnets are **Michaela Watkins**, the star of Hulu’s hit series “Casual”; **Erica Ehm**, founder of Yummy Mummy Club, Canada’s leading parenting site; **Cailli** and **Sam Beckerman**, twin fashion bloggers who are brand ambassadors for Chanel, Coach, and Disney, among others.

The customized itinerary will include a visit to Israel’s first fashion house, an exclusive cocktail party with WMN (a Community, a Coworking space and ecosystem for women led ventures in Tel Aviv.) honoring Women’s Entrepreneurship Day, as well as intimate discussions with Israeli media professionals, artists, entrepreneurs, and government officials, designed to spark creative joint endeavors.

The Media Magnets women will travel to Tel Aviv, Jerusalem, Tzfat, and the Dead Sea. With ongoing share-worthy experiences, Media Magnets participants will use their platforms to share inspiring Jewish values, broadcast the power of Jewish women, and spread positive messages about Israel. Once they return home, the JWRP will continue to support these leading influencers to take action within their families, communities, and with their audiences around the world.

“Our Media Magnets are strong, savvy Jewish women who millions of people turn to for their insights each day,” said Adrienne Gold Davis. “The JWRP is thrilled to be bringing these incredible women to Israel and helping both them and their fans connect to Jewish values and make the world a better place.”

A full of list of the Media Magnet participants can be found [here](#).

ABOUT JWRP:

The Jewish Women’s Renaissance Project (jwrp.org) was founded in 2008, with the mission of empowering women to change the world through Jewish values. Its major project is “Momentum,” an eight-day, highly subsidized life-changing journey to Israel, experienced by close to 15,000 participants from 190 partner organizations in 26 countries worldwide.

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