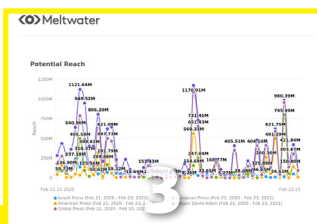




Honoring Magen David Adom



Global Media Record Exposure to MDA Activity During the Corona Pandemic



Right Before the Holiday: MDA sells the Chametz



The President's Award for "Israeli Hope" in Education to MDA Youth Organization



MDA for the Community



Picture of the week

of the world's largest AP news agency

The AP news agency chose the photo of MDA medics vaccinate visitors at the IKEA complex in Rishon le Zion as the photo of the week



Do you have an interesting story? An exciting news? Send us to: info@mda.org.il



Honoring Magen David Adom

During this challenging and unexpected year, Israel banded together to fight the pandemic.

Cooperation across organizations, Israel's national rescue organizations, MDA, the Home Front Command, Israel Police and Israel Firefighters pooled their resources to keep Israeli citizens safe while battling the virus.

The Israel Postal service has commemorated this effort by publishing a series of envelopes and stamps that recognize the countries

national emergency service's collective efforts and specifically honor MDA in all our work to mitigate the virus' spread.

In a ceremony held at MDA headquarter the series of envelopes and stamps were presented to MDA Director General Eli Bin and senior members of the organization.

We are honored to do our part in protecting the citizens of Israel!

Global Media Record Exposure to MDA Activity During the Corona Pandemic

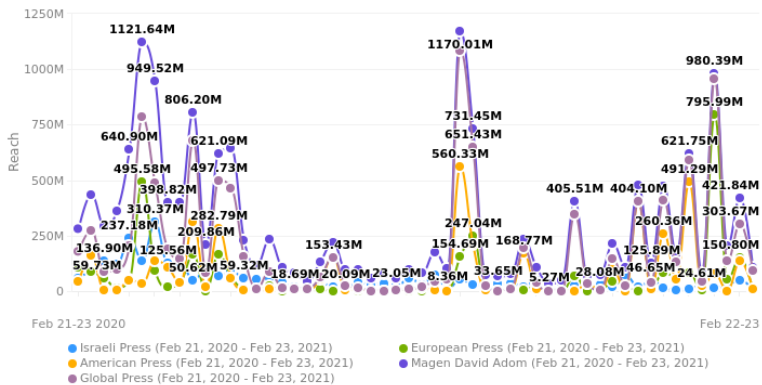
With the spread of the corona virus, in February 2020, Magen David Adom found itself at the forefront of the fight against the corona virus; MDA established, within a few day, samples complexes throughout the country, in which tens of thousands of people were sampled every week. Upon the arrival of the vaccines in Israel, the organization undertook, at the request of the Ministry of Health, and the Home Front Command, the task of vaccinating the elderly population in

nursing homes. Once it ended, MDA opened vaccine complexes for the entire population in Israel.

MDA's activities, and especially the effective vaccination campaign, including among Palestinian workers with work permits in Israel, have received the greatest exposure ever in the global media and social networks and mentions of the activity have reached over 16,010,980,000 readers in one year.



Potential Reach





RIGHT BEFORE THE HOLIDAY: MDA SELLS THE CHAMETZ

Same as every year, a moment before Passover is upon us, MDA made sure to sell the organization's Chametz, as Jewish Law commands.

On March 16, MDA officials headed by MDA Director General Eli Bin, met with the Chief Rabbi of Jerusalem, Harishon Letzion Rabbi Amar in his chamber in Jerusalem and authorized the honorable Rabbi to sell to a non-Jew the organization's Chametz in light of the upcoming holiday, together with the Chametz of other citizens and organizations.

During the meeting, Rabbi Amar was interested in preparations for the holiday in MDA, and was very interested in the Magen David Adom activity during the Corona and in the organization's extensive vaccination campaign, the Rabbi inquired about the

preparations at the various stations of the organization prior to the Pesach holiday and discussed the question of the kashrut of Pesach medicines and the check of Chametz in the rescue vehicles and MDA stations before the holiday. The Rabbi added that the Kimcha de Pascha is a project of kindness and benevolence that brings redemption closer. After the sale of the Chametz, the rabbi blessed the MDA director for all his activity throughout the year and also blessed all the MDA workers and volunteers who will be able to deal only with good things.

MDA teams ensure full preservation of Kosher for Passover in all stations in order to enable work in full cooperation within the organization with all sectors of Israeli society- religious and secular, side by side, even during the holiday.



The President's Award for "Israeli Hope" in Education to MDA Youth Organization

"Israeli Hope" in Education seeks to promote education for partnership between the various sectors, with the understanding that familiarity and joint action are essential for securing the future and prosperity of the State of Israel as a Jewish and democratic state.

This year, MDA Youth Organization received the noble award at a ceremony held at the President's Residence in Jerusalem for their work to establish a partnership between the various sectors of Israeli society: secular, ultra-Orthodox, Arab and religious.

The MDA Youth Organization was established in the 1990s and currently has about 14,000 volunteers from all over the country, aged 15-18.

The organization aims to save lives in ambulances, humanitarian activities as part of belonging to the Red Cross youth organizations, prevention of accidents and diseases among the community and implements in its activities the integration of all sectors regardless of religion / race and gender.



MDA for the Community

In preparation for Pesach, tens of thousands of food packages for low-income families were collected by MDA volunteers as part of Operation Kimcha Depsascha.

Operation "Kamcha Depascha", which has become a tradition in Magen David Adom, was held for the 17th year and involved thousands of MDA employees and volunteers of all ages to collect food products for low-income families.

This year, a special collaboration was established with the "Yochananof" chain, which allowed MDA volunteers to stand at the entrance to the chain's branches and explained to buyers about the importance of donation and assistance for the other. The packages were delivered to 15,000 households

in Israel.

MDA Director General Eli Bin: "This year, our food collection campaign has become more important and significant than ever, in light of the health-economic crisis that has befallen us and dragged many families below the poverty line. Magen David Adom has continued to help as many families in need to celebrate Pesach in the most dignified way possible, with a variety of food products. Our connection with the community is a top value for us and we are in constant contact with welfare officials in the country throughout the year and especially during the holiday. It is very important for us to reach as many families as possible, these are first-rate humanitarian missions.

