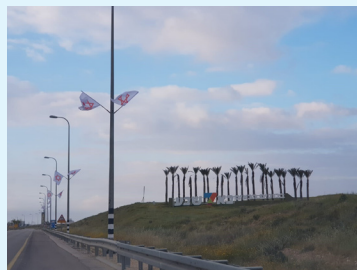


Happy Independence Day

Eli Bin
MDA Director General

Avi Zohar
MDA president

Rabbi Avraham Manela
Chairman of the Executive Committee





Memorial Day Eve 5782
12 April 2021

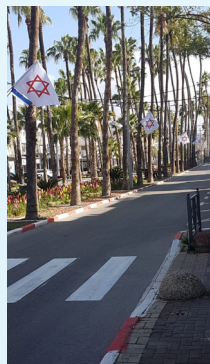
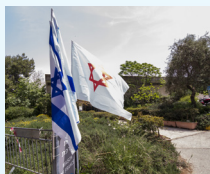
Director General's Message for Memorial Day

Our Dear Employees, Volunteers, National Service Volunteers, Directors of Friends Societies and Retirees,

In another few hours, Memorial Day for Fallen Soldiers and Victims of Terror is due to begin and a cloud of sorrow will envelope the State of Israel. When the memorial siren sounds, MDA teams will bow their heads in memory of the 23,928 soldiers who have fallen in service of Israel and the 4,169 victims of terror.

The fallen are a symbol of the selfless sacrifice made for the public and the State. The legacy of the fallen and their personal values become known and are memorialized in each of the areas in which we are privileged to serve and give of ourselves.

These values were a common denominator in the past year, during which we were called upon by the Government of Israel to take a central role in the efforts against the coronavirus. Since the beginning of the pandemic, we were at the frontlines. We came ready to fight, equipped, prepared and honorably fulfilled each assignment given to us. The secret to success is not just the training and equipment but the human factor. The Emergency and Special Operations Call Centers, the extensive testing and vaccination efforts, the complex logistics, the Blood Services and the assistance provided to those in the center of outbreaks were characterized by MDA personnel taking leadership roles. The sense of calling, spirit of volunteering and the never ending





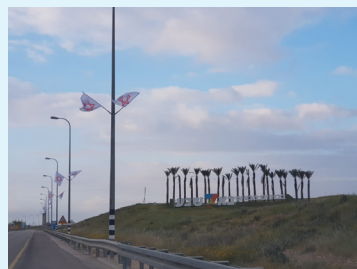
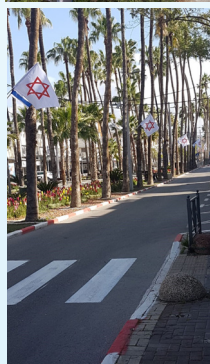
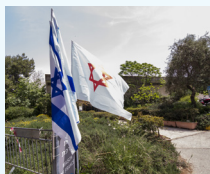
dedication of MDA's personnel are the concrete base on which the organization's resilience is built and which has been shown during this challenging time.

The success of the nationwide responsibilities which were placed on MDA were successful due to the exceptional personnel who worked around the clock and put their personal wellbeing second. In their actions against the coronavirus, MDA personnel were motivated by the same values which the fallen have taught us.

The families of MDA's fallen have a central role in building the foundation of Magen David Adom's heritage and reputation. The employees, volunteers and families of the MDA personnel who have fallen in Israel's battles dedicated their lives to saving others and ensuring the continuity of life in the State of Israel. Each one of the fallen is a symbol of love for the other, self-sacrifice, volunteering and their tragic deaths are unexplainable.

On Memorial Day we will memorialize those who were first to help and set a personal example during their lives and in their death taught us to continue to sanctify life. The bereaved families are in our hearts and thoughts and we will always remember the angelic sacrifices of their family members. On the eve of Memorial Day, MDA teams will go to the graves and place a wreath and light a candle in their memories. May their memories be blessed.

For the past 91 years and especially during the past year, MDA





has been at it's best. Our ability to respond to any mission and adapt ourselves to the dynamic situations have proudly displayed MDA's capabilities, professionalism and exceptional achievements thereby showing our honorable place as Israel's National Emergency Medical and Blood Services Organization.

Magen David Adom's future, growth, professional and technological developments and continued excellence have brought us to new heights thanks to each and every one of you. I see you and my heart fills with pride at your generosity and sense of obligation to be the first to save lives. Thanks to you, the Life Guardians and First Responders, the teams in the dispatch centers and the field, the phlebotomists and laboratory workers, the logistics personnel, the administration and the headquarters and the Directors and board members of our Friends Societies every person in Israel knows that they can count of MDA in their time of need.

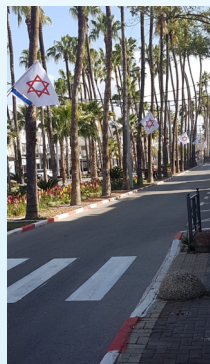
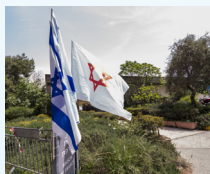
As we approach Israel's 73rd Independence Day, I send you my deepest appreciation, thanks and blessings. I wish us many more years of achievement together towards saving lives in Israel.

Happy Independence Day to you and your families!

Yours,

Eli Bin

Director General





73 to the Country -

MDA Marks a year of Struggle Against Corona

After a year of uncertainty, hardship and life-threatening, a year when MDA teams fought around the clock for the health of Israeli citizens, we are happy to open the Independence Day celebrations with a sigh of relief, a deep breath and joy. It was hard but we succeeded and came out stronger, hoping for good news,

joy and good days, Happy Independence Day from all of us at Magen David Adom.



[Link to Independence Day video](#)

