

FOR IMMEDIATE RELEASE  
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## **SHALOM TV AIRING EXCLUSIVE TELEVISION COVERAGE OF 2008 "SALUTE TO ISRAEL PARADE"**

July 30, 2008 (Fort Lee, NJ) -- Valerie Harper, Lainie Kazan, Freddie Roman, Ron Rifkin, Richard Kind, the cast of the off-Broadway musical *Don't Worry, Be Jewish*--all stars of stage, screen and television--plus Ron Eliran, Israel's legendary ambassador of song, highlight Shalom TV's exclusive coverage of this year's Salute To Israel Parade up New York's Fifth Avenue in a gala celebration of Israel's 60th anniversary.



Shalom TV's presentation, produced in cooperation with the parade committee, is both wonderfully entertaining and moving in its panoramic view of the procession. Many of the 42 floats, twenty marching bands, and 100,000 marchers are featured during the program. Even "Mr. Met" makes an appearance, as do a number of Israeli and Jewish leaders including Israel's Consul General in Philadelphia Uri Palti; General Yehiel Gozal, national director of the American Friends of the Israel Defense Forces; and Malcolm Hoenlein, executive vice chairman of the Conference of Presidents of Major American Jewish Organizations.

An estimated one million spectators lined Fifth Avenue on a beautiful Sunday afternoon to enthusiastically cheer those who marched in the parade and to express their commitment, support, and love of the State of Israel.

As one spectator who got up at seven in the morning to get a good spot with friends explains on Shalom TV, "We wouldn't miss it--it's our identity. It gives us pride. We're very happy to be here...we're in seventh heaven."

About the huge contingent of a million spectators, she said the parade shows that "we Jews are still here."

Shalom TV had multiple cameras along the parade route as well as its own broadcast booth at Fifth Avenue and 69th street, adjacent to the reviewing stand. Shalom TV's Judy Gelman anchors the parade, offering informative tidbits about the various groups as they pass by; and network president Mark S. Golub conducts interviews throughout the parade route with many of the celebrities and dignitaries in attendance.

(MORE)

In one of the most delightful moments of Shalom TV's coverage of the parade, Mark interviews one of American Jewry's foremost young Jewish leaders, David Borowich, immediately after he successfully proposed to Sivan Achor from Israel.

"We are thrilled that Shalom TV covered this year's parade so beautifully and is now making it possible for people all over America to see this extraordinary event," said Parade President Jay Lunzer. "Shalom TV is making a wonderful contribution to Jewish life in so many ways, and I look forward to our next collaboration."

"It's been a dream of mine to produce national television coverage of the Salute to Israel Parade," commented Mark S. Golub. "I've marched in this parade with my own Jewish groups many times and always felt it should be televised for all to see. I hope this is the first of many times we make the parade available nationwide on American television."

Shalom TV, America's Jewish cable television network, is available as a free Video On Demand service coast-to-coast on both Comcast and Time Warner Cable; and is also carried on Metrocast Cablevision, Bright House, Blue Ridge Communications, and Service Electric Cablevision. A non-profit presentation of Jewish Education in Media, Inc., the network's offices and production facilities are located in the New York City area.

Additional information on the cultural Jewish channel is posted online at [www.shalomtv.com](http://www.shalomtv.com).

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