



**MK YULI YOEL EDELSTEIN  
MINISTER OF PUBLIC DIPLOMACY AND DIASPORA AFFAIRS**

בס"ד

**Av 6, 5772  
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Dear Rabbi Shore and the JerusalemOnlineU.com Team,

As we discussed, one of the highest priorities at the Ministry of Public Diplomacy and Diaspora Affairs is to share the Israeli narrative with people around the world, to educate and to engage them as Israel advocates.

Therefore, it was a great pleasure to meet you and to learn about your extensive outreach and educational efforts on behalf of Israel. Your methodology of drawing upon the power of film, great Jewish minds, and interactive education is novel and impactful.

Your newest film, *Israel Inside*, which sidesteps politics, conflict and terror, and focuses on the positive contributions Israel is making in the world is, as Natan Sharansky stated, "a poignant and inspiring look inside Israeli society. A must-see." In my eyes, it could help reshape the way Israel is perceived by the world today.

JerusalemOnlineU.com's Step Up For Israel campaign, chaired by Alan Dershowitz and Dore Gold, is a novel grassroots approach to connecting individuals and communities to Israel by providing them with a strong foundation in Israel education.

I commend you for all you are doing to educate and involve Jews and Christians alike on behalf of our homeland.

Together, we can make a difference.

**Respectfully yours,**

**MK Yuli Edelstein  
Minister of Public Diplomacy  
And Diaspora Affairs**