



### Unistream Doubling its Activity throughout Israel with the Support of the Ministry for the Development of the Negev and Galilee



As a kick-off to an exciting new campaign, Rony & Yael Zaron, founders of Unistream, hosted a cocktail reception in their home on March 8th, 2010 in New York City, in the presence of Israel's Senior Vice Prime Minister and Minister for the Development of the Negev and Galilee, Mr. Silvan Shalom. This event marked an exiting collaboration between Unistream and Israel's Ministry of Regional Development.

This development occurred in the wake of Minister Shalom's visit to a Unistream Activity Center. Truly overwhelmed by Unistream's program and its impact, the Ministry has agreed to actively participate in the establishment of 10 new Unistream Centers over the course of the next 2 years, in addition to the already existing 10. They have committed to providing 50% of the funding needed.

The evening was a great success with almost 100 members of Unistream's Friends Forum, contributors and partners attending the memorable event. Inspirational speeches were given by Minister Shalom, Rony Zaron and Iris Reff Ronen, Unistream's tireless Executive Director. In his speech, Minister Shalom remarked that "Unistream's program is the way to generate change amongst youth in the periphery. This is our opportunity to reduce the socio-economic gaps that still exist between the center of the country and the periphery."

This expansion campaign will allow Unistream to increase its impact considerably, providing hundreds more teenagers with a springboard to realize their full potential as young business and community leaders.

### The Upper Nazareth Group's KNOP Venture is Going Online



The teenagers from Unistream's Upper Nazareth Center developed a unique venture – KNOP – a youth Internet portal which includes forums, video & movie clips, news, entertainment and even homework help.

This amazing Unistream group recently entered into a business partnership with Shachaf-Communication Solutions. Being so impressed by the idea and the level of professionalism displayed by the Unistreamers, Shachaf's CEO, Ms. Keren Homel-Alon, decided to acquire the venture, with the understanding that the Upper Nazareth group shall continue to be involved.

The festive contract signing took place in the presence of Unistreams Chairman, Mr. Rony Zaron, Adi Barkan, Deputy Mayor of Upper Nazareth and many other guests. The site will be up and running in the near future.

The Unistream management and the Upper Nazareth Center Manager, Ms. Ira Rafailov-Rashkaban, are so proud of their teenagers, their perseverance and hard work.

### "Thanks for Being You" – 450 Unistreamers Run a Campaign in Honor of Good Deeds Day



In honor of Good Deeds Day, lead by the Ruach Tova organization, hundreds of Unistream participants throughout the country took part in a social chain project. Within the framework of the project, all Unistreamers were given blue ribbons by their Center managers, in appreciation of who they are, their contribution to the Center and group to which they belong, but especially as unique individuals. Each participant was then given two more ribbons, to be given to people who they appreciate, in order to continue the chain. Upon each ribbon appears the sentence: "Thanks for Being You!" The ribbon has become a symbol, not only to the Unistream participants, but to many others around the country.

This campaign was an example to them of the power they possess to generate change, based on the foundations of solidarity, empowerment and generosity of spirit.

### Unistream at the International Leadership Convention



Michal Gandelson, Manager of Unistream's Eilat Center, represented us at the NMC World Youth Convention, held in Italy, which promotes sustainable development and the participation of young people in decision making at both global and local levels.

500 participants represented 90 countries. Michal's participation was made possible thanks to Unistream's collaboration with Microsoft. We were chosen to represent social action in Israel. At the convention were representatives from organizations around the world, the goal of which was cooperation, brainstorming and the generation of a wave of international, social change.

"This opportunity was amongst the most enriching experiences I have ever been a part of," says Michal. "It was a rare chance to see worldwide social action and realize that there are many more people like me in the world who work with similar communities, with similar problems and similar ambitions and goals. I was exposed to different cultures, each one unique, each one placing great emphasis on developing weaker populations. This was truly an inspiration for me."

Unistream is proud to be part of the global community generating social change!

### Adopt a Unistreamer

The "Adopt a Unistreamer" initiative is taking off. Tens of Friends (from Unistream's Friends Forum) responded to our call to adopt an individual participant – to get to know their world, equip them with life tools, help them find jobs, open doors for them, help them with decisions at the crossroads in their lives, help them with school and above all, believe in them. We are still at the beginning of this promising initiative and hope to see it develop, expand and make a difference.



For more information and/or to join the program, [click here](#)

### Unistream's Friends Forum on LinkedIn

We invite you - friends and partners – to join us on LinkedIn (INSERT LINK). Meet and connect with our Friends Forum, including many of Israel's leading business entrepreneurs, get the latest updates, give your opinions, support and guidance. This is a wonderful opportunity to forge new business contacts and support social ventures with people who care as much as you do!



*Wishing you and your loved ones a Happy Passover!*

The Unistream Family



Please send your tax deductible donation to:

Friends of Unistream Inc.,  
24 West 40th Street, 14th Floor New York, New York 10018

For individuals or organizations desiring to take an active role in empowering teenagers from Israel's disadvantaged regions, please contact:

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