



FOR IMMEDIATE RELEASE

JERUSALEM FOUNDATION APPOINTS NEW PRESIDENT, MARK SOFER

Ruth Cheshin, president of the Foundation for nearly 45 years, is proud of the Foundation's successes and is confident in new leadership

Jerusalem, Israel - *October 25, 201:* The Jerusalem Foundation's Board of Directors yesterday appointed Mark Sofer to the position of President of the Jerusalem Foundation, following Ruth Cheshin's leadership for nearly 45 years.

Mr. Sofer has held a series of senior diplomatic positions with the Israeli Foreign Ministry and in his last position, served as Israel's Ambassador to India. Prior to that, he served as Deputy Director General of the Ministry of Foreign Affairs and Head of its Eurasia and Central Europe Department, and as Ambassador to Ireland. He also held posts in New York and South America.

About two years ago, outgoing President of the Jerusalem Foundation Ruth Cheshin and Chairman of the Board David Brodet formed a committee to identify a suitable candidate for the presidency. The committee was composed of Board representatives and public figures. Sofer's appointment was confirmed unanimously.

The Jerusalem Foundation was established in 1966 by Teddy Kollek, one year after his election Mayor of Jerusalem, with the aim of raising funds in Israel and around the world to promote the social and physical development of Israel's capital city. Ruth Cheshin, who has headed the Jerusalem Foundation since its inception, has spearheaded the raising of over \$1.5 billion, invested in thousands of programs and hundreds of sites to benefit the quality of life of all the city's residents, east and west, in education and culture, tolerance and coexistence, community, welfare and health.

During Mrs. Cheshin's term, the foundation established seven permanent overseas branches, each with its own public boards, headed by social and economic leaders.

"Even for me, it is hard to believe how much the Jerusalem Foundation has done on behalf of Jerusalem, but the reality is that much remains to be done in this special and complex city", says Cheshin. "I am sure that under Mark Sofer's leadership, the Jerusalem Foundation will continue to succeed."

For additional information: Liat Rosner +972-52-898-0191