

NEWS

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Contact: media@ujcnj.org

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MACCABI HAIFA HEAT & UNITED JEWISH COMMUNITIES OF METROWEST NJ TEAM UP TO SEND UNDERPRIVILEGED KIDS TO GAMES THROUGH GROUNDBREAKING “HAIFA HOOPS FOR KIDS” PHILANTHROPIC TICKET PROGRAM

AVENTURA, Florida – The Maccabi Haifa Heat Basketball Club, an Israeli Premier League team, in partnership with United Jewish Communities (UJC) of MetroWest NJ, announced today the launch of the first-ever Israeli sports philanthropic ticket program, “Haifa Hoops for Kids,” which offers North American companies, individuals, and organizations the chance to provide underprivileged youth in the Metropolitan Haifa area with the opportunity to experience the excitement of a Maccabi Haifa Heat game.

As the Haifa Heat’s home opener on November 9 approaches, the “Haifa Hoops for Kids” program (www.ujcnj.org/haifahoops) aims to fill the team’s Romema Arena with children who would otherwise not be able to afford to attend a professional basketball game. Throughout the season, children will be able to watch recently acquired point guard Tamir Goodman, an advocate for assisting children in need, and Todd Golden, a star guard out of St. Mary’s College of California who was named to the 2008 All-America First Team by *Jewish Sports Review*. Golden will become an Israeli citizen for the upcoming 2008-09 season. The children will also enjoy watching Ben Strong, the 6-foot, 11-inch center and former Division III Player of the Year out of Guilford College. Strong will be the first Native American basketball player to play professionally in Israel.

Approximately 40,000 people in Haifa (15% of the population) live below the poverty line. The Haifa Heat, in coordination with UJC MetroWest, will work to distribute tickets to charitable organizations, community centers, and schools in the Metropolitan Haifa area.

“Sports, through basketball, injects a sense of community and fun for people of all ages,” said Max Kleinman, Executive Vice President of UJC MetroWest. “The Haifa Hoops’ ‘philanthropic net’ offers this marvelous basketball experience to the most disadvantaged youngsters in the Greater Haifa area. I’m very excited that UJC MetroWest has partnered with the Haifa Heat to bring this unique program to the attention of the American Jewish Community.”

“We are honored to have UJC MetroWest be the team’s first charity partner in the United States,” said Maccabi Haifa Heat owner Jeffrey Rosen. “We want to show the North American Jewish community that the ‘Haifa

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901 Route 10, Whippany, New Jersey 07981 • (973) 929-3000 • Fax: (973) 884-7361 • www.ujcnj.org
Israel Office: P.O. Box 7171 • 1 Ibn Givrol Street • Jerusalem, Israel 91071 • 011-972-2-620-2754 • Fax: 011-972-2-620-4040

Hoops for Kids' program is a unique way of contributing to Israel through sports. Our goal as an organization is to put a smile on the face every child who comes to a Haifa Heat game."

The philanthropic ticket packages range from \$100, \$500, and \$1,000. All donations are fully tax deductible. Donations can be made online by visiting www.ujcnj.org/haifahoops.

ABOUT UNITED JEWISH COMMUNITIES OF METROWEST NEW JERSEY

United Jewish Communities of MetroWest NJ brings together individuals and organizations from all religious streams and sectors to enhance the lives of Jews locally and overseas.

UJC MetroWest uplifts those in need, conducts Jewish education, attends to the elderly, advocates for social justice, battles anti-Semitism, and stands in solidarity with Israel. UJC MetroWest and its partner agencies create a spectrum of ways for Jews to live generously, embrace their heritage, and establish and maintain a vibrant, Jewish community. UJC MetroWest supports and sponsors programs throughout Israel, including the Greater Haifa area. For more information about UJC MetroWest, please visit www.ujcnj.org.

ABOUT MACCABI HAIFA HEAT BASKETBALL CLUB

Maccabi Haifa, an Israeli Premier League basketball team, has a long and storied legacy as one of the original eight teams to form the Premier League during the 1953-1954 season. This past season under first-year owner Jeffrey Rosen, the team was promoted to the Premier League after upsetting the #1 seed in the semi-finals. The team was purchased by Jeffrey Rosen in July 2007. For more information about Maccabi Haifa, please visit www.mhbasket.co.il.

ABOUT TRIANGLE FINANCIAL SERVICES

Triangle Financial Services, a sports and entertainment investment firm, has a diverse portfolio of international sports enterprises. The recent acquisition of the Maccabi Haifa professional basketball team in Israel along with the sponsorship of the Dragonflies, a semi-professional baseball team in Hong Kong, China, represent Triangle's continued effort to invest in emerging international sports ventures. For more information on Triangle Financial Services, please visit www.trianglefs.com.

MEDIA CONTACTS:

Andrew Wilson, 305-933-8308 x123

Triangle Financial Services

awilson@trianglefs.com

Mark Cohen, 973-929-3084

UJC MetroWest

mcohen@ujcnj.org

United Jewish Communities of MetroWest NJ raises funds through its United Jewish Appeal campaign, provides resources and coordinates programs and services for the Jewish community in Essex, Morris and Sussex counties, as well as part of Union county. As the key Jewish philanthropic organization, UJC and its 23 beneficiary agencies strive to fulfill the communal and social service needs of the MetroWest community. It also works to maintain the integrity and dignity of Jewish life through its national and international fundraising efforts.

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