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MEDIA ALERTMEDIA ALERT***

The American Sephardi Federation Celebrates 2,000 Years of Jewish Life in Morocco at Gala Benefit Dinner in New York City

**- Year long series of events dedicated to Jewish life in Morocco
being held under the High Patronage of His Majesty
Mohammed VI, King of Morocco -**

Who: Based in New York City, the American Sephardi Federation (ASF) is the largest American organization dedicated to the promotion of the culture of the Sephardi Jewish population in the United States.

What: A special honor will be bestowed upon His Majesty Mohammed VI, King of Morocco during the Gala Benefit Dinner

When: December 13, 2010

Where: Pierre Hotel, 2 East 61st Street @ 5th Avenue

Why: In 2010-2011, the ASF hosts a year-long series of events celebrating 2,000 years of Jewish Life in Morocco featuring cultural exhibitions, concerts, a film festival, international symposium and heritage tour of Morocco. Gala Dinner will help support each of these ASF events.

Press/Photo Opportunities: Interview and/or photo opportunities will be available with:

Keynote Speaker: The Honorable Marc C. Ginsberg, Former U.S. Ambassador to Morocco; First Jew to be appointed U.S. Ambassador to an Arab country

Leon Levy Leadership Award Recipients:

- **Florence Amzallag Tatistcheff;** ASF Cultural Programs Vice President and Chair; Merrill Lynch Wealth Management Vice President
- **Carlos Benaim;** ASF American Sephardic Voices Oral History Project Board of Directors and Chair; International Flavors & Fragrances Vice President and Senior Perfumer
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