



### **PRESS RELEASE**

Aish Tamid of Los Angeles was awarded the “Best of the Best” designation for their excellence in their outreach efforts to at-risk adolescent youth at the 19<sup>th</sup> Annual AJOP International Convention on January 16, 2007.

Aish Tamid was singled out for its successful and inventive approach to young men who have strayed from the Torah lifestyle in which they were raised. They attract exceptional counselors, therapists, social workers and rebbeim, and have touched the lives of more than 400 young men. These young men, some desperately addicted to drugs, others who simply don't feel a place in the frum world, are offered productive and practical resources, advice and support to achieve the success they aspire for yet haven't found the strength to achieve. Programs like this are unique in their kind, and Aish Tamid was selected as a model for other similar outreach programs to emulate.

The Association for Jewish Outreach Programs (AJOP) is an international organization which promotes and supports the success of Jewish outreach through education, training and services to outreach professionals and organizations worldwide. Their aim is to gather and distribute resources and pertinent information to the Jewish outreach world. The annual convention took place this year in Baltimore from January 14 – 18 at the Marriott Hunt Valley in Maryland. Participating in this monumental event were leaders in Jewish outreach worldwide, totaling almost five hundred people from more than 130 cities and 12 different countries.

The following organizations were also recognized with the “Best of the Best” designation:

**TLC:** (Los Angeles, CA) TLC has devised an original approach to outreach for young women in college and continues to thrive in their efforts. They attract exceptional advisors and teachers and provide a unique follow-up system which aids each individual in maximizing their full potential.

**Aish Café:** (Jerusalem, Israel) This new program embraces modern entertainment and has infused it with factual outreach-focused education to create a virtual world where one can find information and answers to questions about almost every topic conceivable in Judaism. Using music, humor and a hip style unique in the world of Jewish outreach, they offer the information and facts on Yiddishkeit in a straight-forward manor that is appealing to much of our younger generation. ([aishcafe.com](http://aishcafe.com))

**The Shmuz:** (Queens, NY) The Shmuz offers shiurim on real-life practical topics that are sadly overlooked by many programs but which are in fact fundamental to the large group of frum young men in the work-force. This organization is applauded for maintaining a strong and sincere sense of community crucial to enabling the continuance of growth in avodas Hashem for many individuals who are no longer associated with a certain yeshiva or rav.