

April 2, 2010

For Immediate Release

Contact: Lori Miller Farkas (818) 786-4000  
lfarkas@jewishlifefoundation.org

**JEWISH LIFE FOUNDATION TO**  
**PRESENT LIVE BROADCAST FROM AUSCHWITZ**  
**“MARCH OF THE LIVING” EVENT**  
**APRIL 12, 2010 AT 6AM (EST) - REBROADCAST 12PM, 6PM (EST)**  
**APRIL 13, 2010 12AM (EST) - TO BE SEEN ON JLTV**

The Jewish Life Foundation will present a six-hour special broadcast of the annual *March of the Living* event on JLTV (Jewish Life Television) on April 12<sup>th</sup> at 6am (EST). *The March of the Living* is an international, educational program that brings Jewish and non-Jewish teens from all over the world to Poland on Yom Hashoah (Holocaust Memorial Day) to march from Auschwitz to Birkenau. Auschwitz was the largest concentration camp complex built during World War II and according the U.S. Holocaust Museum “at least 960,000 Jews were killed there.” The goal of the *March of the Living* is for the participants to learn the lessons of the Holocaust and to lead the Jewish people into the future, vowing “Never Again.”

Ten thousand high school students from all over the world are expected to participate in *March of Living*, which takes place 37 miles west of Krakow, Poland. The “marchers” will retrace the steps of the “March of Death,” the actual route which countless numbers of Jewish people were forced to take on their way to the gas chambers at Birkenau. On April 12<sup>th</sup>, participants will experience Jewish history where it was made. This time, however, there will be a difference. It will be a “March of the Living,” with thousands of Jewish youth marching shoulder to shoulder. There



will be a memorial service at one of the gas chambers/crematoria in Birkenau, which will conclude with the singing of Hatikvah, reaffirming “Am Yisrael Chai – The Jewish People Live”.

The program presented on JLTV will include stories about several of this year’s participants as they prepare in the U.S. for this life-changing journey including Dr. Bernd Wollshlaeger, the son of a highly-decorated WWII German tank commander, who currently resides in Florida. Dr. Wollshlaeger, who visited Israel and later converted to Judaism, is attending the March with his daughter. Josef Pevsner from the New York area who is traveling to Poland in honor of his great aunt, a Holocaust survivor, will also be included in the program. Mr. Pevsner will be returning his aunt’s ashes to her homeland. Greg Kahan, a high-school student from Los Angeles will also be attending the march. His great aunts and uncles are all concentration camp survivors and will be interviewed for the program. The broadcast will follow participants as they arrive in Poland and will travel along with various North American delegations as they visit the sites of the ghettos and concentration camps as well as cemeteries and synagogues.

The JLTV special program will be hosted and produced by Brad Pomerance and Todd Segal of the network’s *J Report*, and will air on JLTV on Monday, April 12<sup>th</sup> beginning at 6am (EST) live from Poland. Tracy Metro will be anchoring live from our JLTV studio in Los Angeles. Sam Licker, a 16-year-old participant in the March from Los Angeles, will complete the JLTV team.

Sponsors of the *March of the Living* broadcast to date are: 1939 Club, Inc., American Society for Yad Vashem, Stanley and Joyce Black Family Foundation, Kestenbaum Family Foundation, the Lodzer Organization of Los Angeles, Fela & David Shappell, Max Webb and Marilyn Ziering.



The *March of the Living* broadcast will air on Monday, April 12, 2010 on JLTV at 6am (EST) and have encore presentations at 12pm, 6pm and on April 13, 2010 at 12am. All times are Eastern Standard Time. JLTV will also rebroadcast the program on April 18, 2010 at 8pm (EST). JLTV is granting free access to its live coverage to all television media. Details for the feed are listed at the end of this release.

As part of its “Never Again” outreach project, Jewish Life Foundation will also present another live broadcast on JLTV on Sunday, April 11<sup>th</sup>, from the Los Angeles Holocaust Memorial. In honor of Community Wide Holocaust Remembrance Day this live event will take place from 4:30-6:30pm(EST)/1:30-3:30pm(PST). The ceremony will feature interviews and a live broadcast of the day’s ceremonies including keynote speaker Ambassador Dan Gillerman.

Jewish Life Foundation is a 501(c) (3) non-profit organization founded in 1999. Their mission is to promote education and understanding among cultures worldwide by utilizing all facets of the media to provide community outreach programs, educational programs, and cultural events which embrace, celebrate and share Jewish values and traditions. For more information please go to: [www.jewishlifefoundation.org](http://www.jewishlifefoundation.org).

JLTV is America’s first and only 24/7 basic cable network devoted to what it means to be Jewish: in tradition, history, culture, comedy, spirit, charity and education of the Jewish people. JLTV is seen nationwide in nearly 26 million households in all fifty states on DirecTV and through its national affiliation carriage with both Time Warner and Comcast cable companies.



In addition to the program on JLTV, our broadcast will also be streaming live on the web at

[www.jltv.tv](http://www.jltv.tv) or [www.jewishlifetv.com](http://www.jewishlifetv.com). Please contact Lori Miller Farkas at (818) 786-4000 or [lfarkas@jewishlifefoundation.org](mailto:lfarkas@jewishlifefoundation.org).

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**JLTV IS GRANTING FREE ACCESS TO ITS LIVE COVERAGE!  
JLTV DIGITAL CARRIER PARAMETERS**

Satellite: Galaxy 18 Orbital Location: 123 C Band Frequency: 4175.5 MHz L Bank Frequency: 974.5 MHz Polarity: Horizontal: Horizontal Network ID: 1	Transponder: 24 <b>Downlink Frequency: 4.1755 GHz</b> LO Frequency: 5.150 GHz <b>Symbol Rate: 20.0 Msps</b> FEC Rate: 3/4
Virtual Channel Assignments Channel 34 JLTV	<b>Bit Rates (Video/Audio)</b> 3.0 Mbps/128 Kbps
<b><u>Service</u>            <u>PID Map</u></b> <u>JLTV</u> <u>Video</u> <u>710</u> <u>Audio 1, AC3</u> <u>702</u> <u>Audio 2, MPEG</u> <u>700</u>	