



November 2011

Shalom Parade Family,

We hope this letter finds you well. We are busy preparing for the 48th Annual Celebrate Israel Parade, which will take place on Manhattan's Fifth Avenue on Sunday, June 3rd, 2012 from 11:00 AM to 4:00 PM. The Celebrate Israel Parade Project is a year-long Israel education effort utilizing a creative theme. This year, the Parade will celebrate the miracle of the modern State of Israel through:

## Israel Branches Out...

With the guidance of the Parade staff, each participating group will select a sub-theme and develop it into a creative presentation to bring to Fifth Avenue. With colorful banners, costumes and props, marchers come together on Parade Day in a spectacular show of unity and pageantry.

*We invite you to join us in learning about Israel as it relates to: flowers, blossoming, being fruitful, growing, going out on a limb, branching out into (hi-tech), stem-ming the tide of ...., trees, plants, agricultural models, finding our roots, seeds etc. Put on your thinking caps and use your fertile imaginations to create a Garden of Delight on 5<sup>th</sup> Avenue!*

Attached are your **Marching Group Registration** materials. Please complete and return the Registration Form, Tone and Spirit Agreement and Registration Fee no later than March 30, 2012. **In addition, please note that you will not be considered registered for the 2012 Celebrate Israel Parade until:**

- 1) We have received the following items from you:
  - ◆ Completed Registration Form
  - ◆ Signed Agreement
  - ◆ Registration Fee
- 2) You have attended a **mandatory Creative Planning Meeting**.

Also, please visit our website, **[www.celebrateisraelny.org](http://www.celebrateisraelny.org)**, to access on-line registration forms. The internet-interactive Creative Theme Book will be sent to you by email. Please view on-line so that you can access all the websites/youtubes that are highlighted.

If you have any questions, please contact Karen Ostrove, Creative Director at (646) 467-8030 ext. 482 or email [ostrovek@jcrny.org](mailto:ostrovek@jcrny.org).

We are excited to meet with you to develop your individual expression of this year's creative theme! We look forward to your uplifting, creative, and dedicated participation.

Warmly,

Karen Ostrove  
Creative Director

Peter Kohlmann  
Executive Producer

The Celebrate Israel Parade is a project of the  
JEWISH COMMUNITY RELATIONS COUNCIL OF NY  
225 West 34th Street, Suite 1607, New York, NY 10122

Tel [646 467 8030](tel:6464678030) – Fax [212 983 4084](tel:2129834084) – [parade@celebrateisraelny.org](mailto:parade@celebrateisraelny.org) - [www.celebrateisraelny.org](http://www.celebrateisraelny.org)

JCRC-NY is a beneficiary of UJA-Federation of NY



## 2012 CELEBRATE ISRAEL PARADE MARCHING GROUP GUIDELINES

### 1. GENERAL CRITERIA:

- a. Marching Groups must be federal 501(c)(3) tax exempt organizations.
- b. The number of participants in a Marching Group **must be no fewer than 60**. Organizations with fewer than 60 participants may register as part of a Cluster Group.
- c. Registered Marching Groups **must** assign two or more liaisons to meet with the Parade staff for their individual Creative Planning Meeting.
- d. All Marching Group participants **MUST** wear coordinated attire.

### 2. CRITERIA FOR YESHIVOT, DAY SCHOOLS AND SYNAGOGUE HEBREW SCHOOLS:

- a. Students from these educational organizations must be in grades 4 – 12.
- b. Only adults affiliated with such schools (administration and faculty) are permitted to march. These adults **must** wear coordinated attire with their school.

### 3. CRITERIA FOR JEWISH/ZIONIST YOUTH MOVEMENTS:

- a. Such participating organizations **MUST** be affiliated with either the American Zionist Movement or a major Jewish religious movement such as Orthodox, Conservative, Reform, Reconstructionist, etc.
- b. The participants of such organizations must be in grades 4 through college.

### 4. CRITERIA FOR UNIVERSITY ALUMNI GROUPS, JEWISH COMMUNITY CENTERS, JEWISH FEDERATIONS, SYNAGOGUES AND OTHER ADULT MARCHING GROUPS

- a. Each new adult organization must submit official documentation of the legitimacy of the organization (e.g. certificate of incorporation, IRS letter, mission statement, etc.)



## 2012 CELEBRATE ISRAEL PARADE – June 3, 2012

# RULES AND REGULATIONS

- 1) All Groups must be federal tax exempt 501(c)(3) organizations.
- 2) All Groups must attend a Creative Planning Meeting at the Parade office as part of the registration process.
- 3) All Groups must have the following for the Parade:
  - a. An Organization/Institution Name Banner
  - b. A Theme Statement Opening Banner
  - c. A Closing Banner
  - d. Uniformity of costume/attire
  - e. Hand-held props
- 4) Only registered Groups and approved vehicles are allowed to participate in the Parade; no spectator nor any unapproved vehicle **may** join the Line-of-March at any time or anywhere.
- 5) No weapons or representations of weapons are permitted as props in the Parade
- 6) The Parade shall approve all banners, props, flags and music used in the Parade. Groups MAY NOT, under any circumstances, insert statements on banners or other props unrelated to their approved theme (e.g. political slogans, divisive or inflammatory statements etc.).
- 7) Each Group's T-Shirts should be coordinated and worn by every participant, including students, principals, teachers, organization directors and staff.
- 8) Participants **MUST** walk the full length of the Parade route and are not allowed to leave the Line-of-March at any time, including the VIP seating area. All Groups **MUST** move forward at all times unless directed to stop by the NYPD and/or Parade Staff.
- 9) Children under the 4<sup>th</sup> grade are **NOT** permitted to march in the Parade; strollers and carriages are not permitted in the Parade.
- 10) Talking on cell phones is not permitted in the Parade.



## 2012 CELEBRATE ISRAEL PARADE

# OFFICIAL REGISTRATION FORM

**SUNDAY, JUNE 3, 2012**

**11:00 AM TO 4:00 PM RAIN OR SHINE**

**FIFTH AVENUE FROM 57<sup>TH</sup> TO 74<sup>TH</sup> STREETS**

**Please mark your appropriate category (and circle any appropriate sub-categories):**

- |  |             |
|--|-------------|
| <input type="radio"/> Day School (elementary, middle <u>or</u> high) | \$ 950.00   |
| <input type="radio"/> Two Affiliated Schools                         | \$ 1,500.00 |
| <input type="radio"/> Three Affiliated Schools                       | \$ 1,900.00 |
| <input type="radio"/> Individual Synagogue/Temple                    | \$ 750.00   |
| <input type="radio"/> Youth /Adult / Community / Collegiate Orgs.    | \$ 750.00   |

**Please make checks payable to "JCRC-NY" and please write "Parade" in the memo line.**

**PLEASE TYPE OR PRINT CLEARLY:**

\_\_\_\_\_  
Name of Organization or School

\_\_\_\_\_  
Street Address

\_\_\_\_\_  
City

\_\_\_\_\_  
State

\_\_\_\_\_  
Zip

\_\_\_\_\_  
Phone

\_\_\_\_\_  
Extension

\_\_\_\_\_  
Fax

\_\_\_\_\_  
Names of Affiliated Groups/Schools (if applicable)

**FOR OFFICE USE ONLY:**

Registration \_\_\_ Agreement \_\_\_ Check # \_\_\_\_\_ Amount \_\_\_\_\_ Date in Full \_\_\_\_\_

**CONTACT INFORMATION:**

The Celebrate Israel Parade is a project of the  
JEWISH COMMUNITY RELATIONS COUNCIL OF NY  
225 West 34th Street, Suite 1607, New York, NY 10122

Tel [646 467 8030](tel:6464678030) – Fax [212 983 4084](tel:2129834084) – [parade@celebrateisraelny.org](mailto:parade@celebrateisraelny.org) - [www.celebrateisraelny.org](http://www.celebrateisraelny.org)

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**1. Contact for Registration, Fees, and other clerical mailings:**

Name: \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

**2. Contact for Creative Planning Meetings, Theme, and Parade Preparation:**

Name: \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

**3. Principal/Director:**

Name: \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

**DEADLINE FOR MARCHING GROUP REGISTRATION**

**FOR THE**

**2012 CELEBRATE ISRAEL PARADE IS:**

**MARCH 30, 2012**

**Registrations received after March 30, 2012 will result in additional fee of \$100.**

**Cancellations prior to March 30, 2012 will result in a processing fee of \$250.**

**Refunds will NOT be issued for cancellations after March 30, 2012**

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## Tone & Spirit Agreement and Release

The Celebrate Israel Parade, now in its 48<sup>th</sup> year, is a pageant-like event whose sole purpose is to demonstrate the community's love for Israel. It is held with pride and with a sense of unity, despite philosophical or political differences within the community-at-large.

- ◆ Themes and Creative Visual Presentations must be in the tone and spirit of the Parade.
- ◆ Registered Marching Groups must present their theme statements and messages on banners and props in optimistic, inspirational and positive phraseology.
- ◆ **The Parade is an apolitical event. It is not a rally, a protest march, nor a walk-a-thon.**

1. We have read the "Rules and Regulations" of the Parade; and, as a participating Marching Group, we agree to adhere to them. We understand the Parade's requirements as to the Tone and Spirit of the Parade; and, as a participating Marching Group, we agree to adhere to those directives.

2. We understand that any infraction of the aforementioned, either prior to the Parade or on Parade Day, constitutes grounds for denied participation and/or removal, by Parade Staff or City Officials, of any and all offending articles, banners, props, etc. from the Parade route that are political and controversial.

3. We understand that, should our Marching Group be denied entry in the Parade, or should our participation be cancelled due to violation of the above directives, the Parade is not required to return our registration fee.

4. We hereby grant permission, without reservation, to the Jewish Community Relations Council of New York, Inc. ("JCRC-NY"), and those authorized by JCRC-NY, to take photographs and to make video and/or audio recordings of our Marching Group (or Cluster Group) and all its participants at the Parade, and to use them in original or modified form in all media now or hereafter known, with or without our Marching Group's name or name of any participant, for the promotion, public education, and/or fundraising activities of JCRC-NY. We understand and agree that there will be no compensation for the above and agree that JCRC-NY will be the sole owner of all tangible and intangible rights in the above-mentioned photographs and recordings, with full power of disposition.

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Signature of Parade Liaison or Coordinator

Name of Organization

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Print Name of Parade Liaison or Coordinator

Date