



Canadian
MAGEN DAVID ADOM
Canadien

Lifeline

ROSH HASHANAH | FALL 2019 / 5780 | NATIONAL EDITION



Hear the Call Save a Life

Rosh Hashanah

*A period of introspection & repentance
A time to hope for peace at home and in Israel
A time to hope for a good year to come*

Shana Tova 5780



Be Like Tom!
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Canadian
MAGEN DAVID ADOM
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Holiday greetings from Michael I. Levine, National President



Rosh Hashanah marks the start of a new year in the Hebrew calendar. It is a time of reflection and hope for all mankind. It is also a time to give thanks, ask for forgiveness, and to forgive others. It is a time to celebrate loudly, the harvesting of the seeds we have sown, and strengthen our bond with the State of Israel.

Since 1976, Canadian Magen David Adom (CMDA) has been the sole authorized organization in Canada dedicated to supplying ambulances, medical equipment and supplies, and blood bank products to support the lifesaving efforts of Magen David Adom (MDA) in Israel. All of CMDA's assistance to MDA is possible thanks to the generosity of our donors.

This year, in addition to our continuing efforts for our new Blood Bank complex in Israel, we are hard at work preparing to celebrate the 90th anniversary of MDA operations in Israel. We will keep you posted.

The 22,000 volunteers who, too often, put themselves in harm's way to help others, deserve our support. The people of Israel depend on us – not just in times of national emergency, but every minute of every day. When it comes to saving lives and mitigating human suffering, your donation makes all the difference.

"When you save a life, you save an entire world."

Message de souhaits de la part de Michael I. Levine, Président National

Rosh Hashanah marque le début d'une nouvelle année dans le calendrier hébraïque. Il correspond à une période de réflexion et d'espoir pour l'ensemble de l'humanité. C'est le temps également de remerciements, de demander pardon ainsi que de pardonner aux autres. C'est le temps de célébrer haut et fort, de récolter les moissons que nous avons semées et de renforcer notre lien avec l'État d'Israël.

Depuis 1976, Magen David Adom Canadien a été la seule organisation au Canada consacrée à fournir des ambulances, de l'équipement et des fournitures médicales ainsi que des produits de la banque de sang afin de soutenir les efforts de Magen David Adom (MDA) pour sauver des vies en Israël. Toute l'aide de Magen David Adom Canadien à MDA est rendue possible grâce à la générosité de nos donateurs.

Cette année, en plus de nos engagements pour soutenir le nouveau centre sanguin de MDA en Israël, nous déployons toutes nos énergies en vue du 90^e anniversaire des opérations de MDA en Israël. Restez à l'écoute.

Les 22 000 bénévoles qui trop souvent mettent leur vie en danger afin d'aider les autres, méritent notre soutien. Le peuple d'Israël dépend de nous, pas seulement pendant les périodes d'urgence nationale, mais à chaque moment de la journée. Quand il s'agit de sauver des vies et d'alléger la souffrance humaine, c'est votre don qui fait toute la différence.

"Qui sauve une vie sauve un monde."

Michael I. Levine, National President / président national

THE STATE OF ISRAEL DEPENDS ON MAGEN DAVID ADOM. MAGEN DAVID ADOM DEPENDS ON YOU.
L'ÉTAT D'ISRAËL DÉPEND DE MAGEN DAVID ADOM. MAGEN DAVID ADOM DÉPEND DE VOUS.

Holiday Cards & Certificates

From Canadian Magen David Adom



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TORONTO OFFICE:

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Send us your list – We will do the rest!

The Jewish Experience



NATIONAL

The Jewish Experience provides young adults with the opportunity to learn firsthand about their Jewish heritage. Participants in this summer's program were treated to a tour of MDA Jerusalem's Bloomberg Station led by MDA Senior Paramedic and Canada Desk representative, Raphael Herbst.

The National Blood Centre



TORONTO

Surveying the construction of the new National Blood Centre, Sandy Galet, a generous CMDA donor, is provided with a tour by Professor Eilat Shinar, MDA National Blood Services in Israel.

JOIN THIS UNFORGETTABLE EXPERIENCE



INTERNATIONAL UNIT

Canadian Physicians for Israel

LIMITED SPACES STILL AVAILABLE

November 3rd - 7th, 2019

TO REGISTER AND FOR MORE INFORMATION PLEASE CONTACT:

Tel: **1-800-731-2848**
or **info@cmdai.org**

"WHEN YOU SAVE A LIFE, YOU SAVE AN ENTIRE WORLD."



Exciting Things are Happening!

HAMILTON

David Meyerowitz, President, CMDA Central Region; Hershel Recht, CMDA Central Region Director, Major Gifts; and Iris Ehrent, CMDA Toronto Administrative Coordinator; announce the appointments of Nancy Somer and Debbie Strub as CMDA Hamilton Chapter Co-Chairs. Both Nancy and Debbie have strong ties to Canadian Magen David Adom and Israel. Said Hershel Recht, "we are working together to resurrect the Hamilton Chapter and cement its standing in the Jewish community."

A Family Celebration



All in the family, the Sigal clan celebrate the MICU donation and tour the MDA Jerusalem station, Dispatch Centre and Simulation Centre in Israel.

MONTREAL

A family celebration in Israel was the perfect opportunity for the Sigal family to attend a dedication of the MICU generously donated by Dr. John and Goldie Sigal, their children and grandchildren.

Their visit included a tour of the MDA Jerusalem station, Dispatch Centre and Simulation Centre. The family expressed their appreciation to Raphael Herbst, MDA Canada Desk Representative, for the informative and interesting tour.

Remembering Lazarus David Caplan

MONTREAL

Laz and Marion Caplan were generous supporters of Canadian Magen David Adom, having donated in 2013 a MICU and two respirators in honour of their 50th Wedding Anniversary and in memory of their parents and, in 2017, an emergency medical scooter. Their intention was to donate another MICU in the fall of 2018 in honour of their 55th Wedding Anniversary.

Laz unfortunately passed away in June, 2018. Marion and her daughters decided to donate the MICU in his memory. The emotional dedication, which took place in May, was attended by family, friends and representatives of Canadian Magen David Adom.

"I think Laz would have liked this," said Marion. "We had visited Israel many times and the work being done by Magen David Adom was very important to him."



[L.-R.] Richard, Sara and Andrea Grostern and Marion Caplan.



[L.-R.] Stephanie and Robert Pelcowitz.

Be Like Tom!

On Tuesday, June 18th,
Canadian Magen David Adom
revealed a **HUGE** secret!



Mr. Thomas Fairfull, gifted a seven figure donation which included a MICU ambulance in memory of his dear parents.

TORONTO

Since June 2nd, supporters, on-lookers, bystanders and pretty much anyone travelling the Bathurst Street North corridor between Thornhill and Toronto were confronted with two issues:

Who is Tom! Be Like Tom!

CMDA's Toronto Chapter, with Hershel Recht, CMDA Central Region Director, Iris Ehrent, CMDA Toronto Administrative Coordinator, and Daniel Amzallag, CMDA National Media and Volunteer Coordinator, conducted its largest ever "disruptive" advertising campaign across the City of Toronto, the country and the Internet.

The opening shot began on Sunday, June 2nd with a flashing 60-second rotational billboard exiting Thornhill that displayed a picture of a Mobile Intensive Care Unit (MICU) emblazoned with the words, 'Thanks Tom'. Simultaneously, LinkedIn, Facebook and Whatsapp became alive with numerous questions: "Who's Tom"? "Why is his name on an ambulance?"

Beginning Monday, June 3rd and concluding on Tuesday, June 11th, one Mobile Intensive Care Unit and one Standard Ambulance were placed at various major landmarks, including synagogues and restaurants along the heavily-travelled Jewish Bathurst Street corridor.

Every day, from 6 AM until 8:30 PM, Torontonians driving to work, home or school, north to southbound on either side of the street would notice one of Magen

David Adom's emergency vehicles asking, "Who's Tom?" or stating, "Be Like Tom".

The buzz was palpable. CMDA's website, personal Linkedins and Facebook pages were all being confronted with questions and comments about the Campaign.

Under strict instructions from National Executive Director, Sidney Benizri, all staff and board members were bombarded with questions when individuals called in to ask who Tom was.

Simultaneously, a website, www.beliketom.ca, which was only created as a disruption tactic of the campaign, was accessed thousands of times. (If visitors were hoping to find out anything about Tom, they were sorely mistaken). The website connected the visitor to CMDA's fundraising page but provided no information. Once visiting the site, we could only imagine that there were many who were not thrilled with not knowing who Tom was but there were some that donated just because they desired to become part of a campaign that caught their attention.

After the conclusion of the Shavuot Holiday, the emergency vehicles disappeared and an advertisement was placed in the Canadian Jewish News thanking the locations and their owners for allowing CMDA to place the vehicles in plain sight for passersby and motorists.

On Thursday, June 13th, CMDA released a 'Thanks Tom' video which went completely viral. (Please visit CMDA's Facebook to view it). Men, women and children from across

Canada, Israel, Sri Lanka, Ethiopia, Latin America, Russia and the world over thanked Tom in their language for his incredible dedication.

Finally, after three weeks of anticipation, the date finally arrived. On Tuesday, June 18th, CMDA announced a seven figure gift from Mr. Thomas Fairfull, a gentile living outside the Greater Toronto Area. Mr. Fairfull's donation of a MICU is in memory of his dear parents, Alexander and Doris. The rest of his funds will be used for equipment for MDA's National Blood Centre in Israel.

Tom, his wife, Anne, and their children are dedicated Zionists and Tom himself grew up in Kensington Market among the Jewish community.

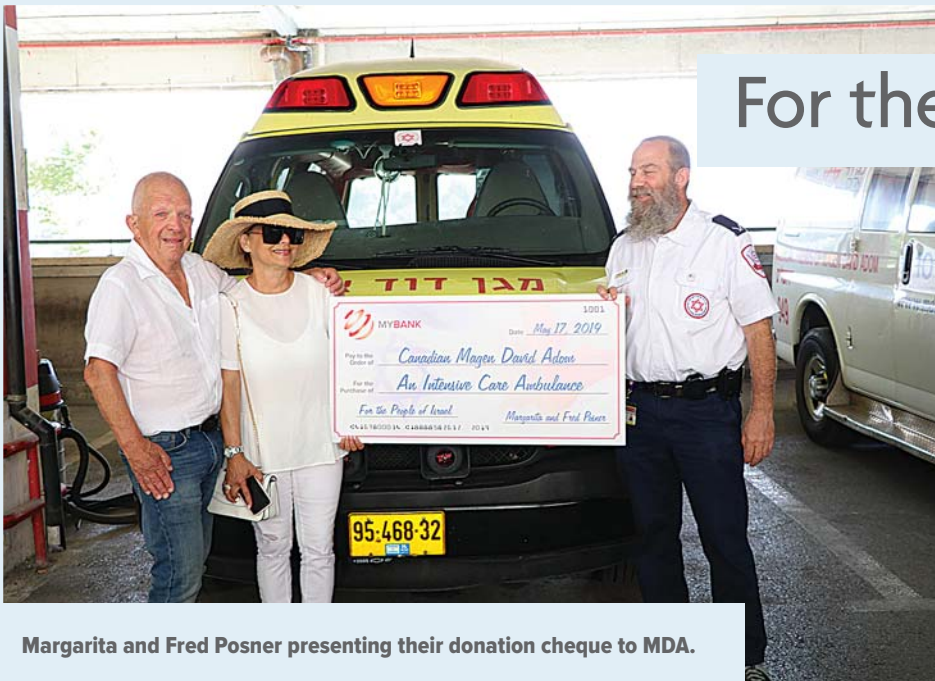
In an article appearing the same day in the Canadian Jewish News, Tom was pictured with his wife Anne and the President of the State of Israel, Reuven Rivlin, during the President's recent March 31st visit to Toronto. Tom was quoted as saying: "We're Christians, We believe in Jesus Christ and he was a Jew. I support them (Magen David Adom) one hundred percent. The capital of Israel is Jerusalem. I'm just a big supporter of them and always have been".

We salute the Fairfull family for their amazing gift and we are happy to honour them with a special award that will be presented at the annual CMDA Toronto event taking place on Thursday, November 21st at the Toronto Centre for the Performing Arts.

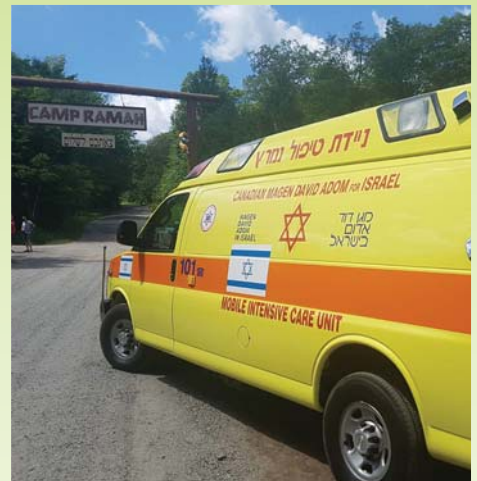
For the People of Israel

HAMILTON

During their recent visit to Israel, Margarita and Fred Posner chose to donate a Mobile Intensive Care Unit (MICU) to the people of Israel. The inscription on the driver's door will read "In loving memory of Trudy and Hans Posner, Jacobo Lichtenfeld, Gabriel Zakrezewski." The passenger door inscription will read "In loving memory of Reinaldo Duarte Rodriguez, Rosalinda Bosco, Remo Gigliotti, Irma Diaz Ramirez." A very emotional tour of the National Dispatch Centre helped them realize the importance of their gift.



Margarita and Fred Posner presenting their donation cheque to MDA.



An Intensive Care Ambulance, a basketball tournament, fresh country air – great fun!

CMDA's First Annual Ontario Summer Camp Tour

TORONTO

Led by Hershel Recht, CMDA Central Region Director, Major Gifts, and Daniel Amzallag, CMDA National Media and Volunteer Coordinator, CMDA visited three Ontario camps in July.

On Sunday, July 14th and again on Sunday, July 21st, Hershel and Daniel, along with CMDA's newest staff member Michelle Spring, were warmly welcomed by campers, staff and parents on visiting days at both Camp Moshava in Ennismore and Camp Ramah in Utterson.

The Mobile Intensive Care Unit was the hit of the day with everyone invited to climb inside and look around. In addition to informative demonstrations, visitors received MDA first aid kits and mini flashlights.

On Thursday, July 18th, CMDA was honoured to serve as the official paramedic staff for the 12th Annual Nate Huffman Memorial Basketball Tournament at Camp Northland. The biggest tournament of its kind in Ontario, nine camps participated including George, Ramah, Tamakwa,

Tamarack, Timberlane, Wahanowin, Walden, and White Pine.

This first annual camp tour was a wonderful opportunity to inform and demonstrate what CMDA does and to teach valuable lessons in emergency first aid.

Where the Ontario Summer Camp Tour will take us in 2020 is up to you. If you are a camp director, staff member, parent or camper and would like CMDA to visit your camp, please contact the CMDA office at 416-780-0034.

Making a Difference

“Commitment is what transforms a promise into reality,”

said Abraham Lincoln. The commitment and dedication shown by Magen David Adom supporters enables promises to become reality, enables the donations of Mobile Intensive Care Units, ambulances, emergency medical scooters and essential medical equipment to become reality. ***Toda raba!***



Following their recent visits to MDA's National Dispatch Centre, Daryl and Derek Erdman and Audrey and Graham Rosenberg, together with their children, met in Toronto to dedicate the ambulance they have generously donated to the people of Israel.



Members of the Wine and Hagler families with the MICU they have donated and which is stationed in Tel Aviv.



The dedication of a Mobile Intensive Care Unit in loving memory of Renee Sandra Scoler z'l, took place at the Beth Tzedec Synagogue in Toronto.

Standing L. to R are members of the Scoler Family – Joel Scoler, Marcus Scoler, Elana Scoler, Kim Scoler, Samantha Scoler, and Brahm Scoler.

Continuing the Tradition

MONTREAL

Continuing their tradition of commitment to the Jewish community, Marlene and Joel King are pictured with members of their family in celebration of the MICU they have generously donated to the people of Israel in honour of their 50th Wedding Anniversary.



Presented to the People of Israel
Donated by
Marlene & Joel King and Family
in honour of
their 50th Wedding Anniversary
Montreal, Canada 2019



Reuben Dubrofsky and daughter, Tami Dubrofsky.



Mentalist Oz Pearlman.



[L. - R.] Raphael Herbst, Arlene Abitan, Professor Eilat Shinar and Leslie Lenetsky.



The dazzling Le Windsor Ballrooms venue.



The Montreal Gala

The Montreal Gala, which took place on May 23rd at *Le Windsor Ballrooms*, served as the launch of Canadian Magen David Adom's campaign to equip MDA's new National Blood Centre with the most advanced medical equipment available.

MONTREAL

Gala co-chairs, Arlene Abitan and Leslie Lenetsky, together with their dedicated team of volunteers, left nothing to chance and, as a result, the evening is still being talked about in glowing terms by all those who attended.

CJAD Radio afternoon host, Aaron Rand, greeted the 330 plus guests and promised them an evening of fun, food and touching testimonials. Professor Eilat Shinar, Director of Blood Services in Israel, was the keynote speaker. Special guest, Chaim Silberstein, travelled from Israel to

relate his story of how Magen David Adom (MDA) saved the life of his daughter, Shira, who was seven months pregnant.

Gravely injured in a drive-by shooting attack in December, 2018, Shira survived thanks to Magen David Adom and the many blood transfusions she received. However, the baby did not survive. He stressed the importance of the National Blood Centre that is currently under construction.

"This new secure blood facility will help to meet the needs of Israel's growing population and protect the nation's blood



Barbara and Sassoon Shahmoon.



[Seated] Ben and Eve Sevak and Family.



Simon and Eric Rossdeutscher.



Janie Etinson, Lionel and Annette Goldman.



Marlene and Joel King.



Alice and Joel Raby.

supply against potential earthquakes and terrorist attacks,” said Mr. Silberstein.

Of special interest was the live feed from MDA’s National Dispatch Centre in Israel. Guests who had donated Mobile Intensive Care Units (MICUs), standard ambulances and emergency medical scooters were able to see their vehicles in real time going out on calls across the country.

Representing CMDA were National President, Michael I. Levine and his wife, Sally; National Executive Director, Sidney Benizri and his wife, Sandra; members of the CMDA Executive, Joseph Amzallag, Joseph Bitton, Mayer Diamond, Gill Obadia, Arie Rossdeutscher, Norton Segal and their spouses; and CMDA National Board members, Philippe Mamane and Vivian Segal. Dignitaries included Consul General David Lévy; Cote

Saint-Luc Mayor Mitchell Brownstein and his wife, Elaine; and Ariela and Irwin Cotler.

Professor Eilat Shinar; Raphael Herbst, MDA Senior Paramedic, Fundraising and International Relations, and Canada Desk representative; and Ido Rosenblat, MDA Chief Information Officer, represented MDA Israel.

Mentalist Oz Pearlman kept the guests entertained and in awe with his unbelievable abilities and interactive mind games.

Canadian Magen David Adom extends its appreciation to the sponsors for their generosity, support and dedication. Thanks to them, we are able to help make the new National Blood Centre a reality that will provide essential life-saving equipment to the people of Israel. ■

Thank you to all for helping to make the event an evening to remember.



[L. - R.] CMDA National President, Michael I. Levine, Consul General David Levy and CMDA National Exec. Director, Sidney Benizri.



MDA Paramedics, Ido Rosenblat, MDA Chief Information Officer & Raphael Herbst, MDA Senior Paramedic, Fundraising and International Relations, and Canada Desk representative.



Samuel Moyal, Eastern Region Director, and Marion Caplan.



Bill and Nan Lassner.



Henri and Arlene Abitan.



Canadian Magen David Adom gratefully acknowledges the following supporters for their generous donations to the Montreal Gala held on May 23, 2019 in support of MDA's new National Blood Centre

Mobile Intensive Care Unit (MICU)

Marion Caplan and Family – Montreal, QC
Marlene & Joel King and Family – Westmount, QC
Reuben Dubrofsky and Family – Montreal, QC

Visionary – Essential Medical Equipment

Eve & Ben Sevak (Tripac Inc.) – Montreal, QC

Emergency Medical Scooter

Arlène & Henri Abitan and Family – Westmount, QC
Raisa & Armand Afilalo – Mount Royal, QC

PLATINUM

Sassoon & Barbara Shahmoon – Montreal, QC

SILVER

Maureen & Jack Dym, Frieda Dym and Family – Cote St. Luc, QC

BRONZE

Dr. Daniel Borsuk & Dr. Zoey Rabinovitz and Family – Westmount, QC
Demers Ambulances Inc. – Beloeil, QC
Rossdeutscher Family – Montreal, QC

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Groupe Financier Chok – Montreal, QC
Nicole R. Forbes – Westmount, QC
Harriet & Harry Fried – Westmount, QC
Saryl & Stephen Gross – Westmount, QC
Iris & Leslie Lenetsky – Cote St. Luc, QC
Levine & Associates – TD Wealth Management (Michael Levine) – Montreal, QC
Multidev Technologies (Joseph & Isabelle Amzallag) – Montreal, QC
RBC – Montreal, QC
Perla & Albert Soussan and Family – Hampstead, QC

NATIONAL BLOOD CENTRE CONTRIBUTORS

Alexandre & Naomi Abitan – Montreal, QC
Heather Adelson – Westmount, QC
Claudia Aintabi – Montreal, QC
Jacky Alloul – Montreal, QC
Jean & Rachel Alloul – Montreal, QC
Seymour Alper – Montreal, QC
Galit & Joseph Antebi – Cote St. Luc, QC
Eyal & Sharon Artzy – Montreal, QC
Serge & Elinor Assayag – Montreal, QC
The Azrieli Foundation – Montreal, QC
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Laurent Bensemana – Hampstead, QC
Stavva Ben David & Eric Zini – St. Laurent, QC

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Vasco Ceccon – Westmount, QC
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Evelyn & William Dery – Cote St. Luc, QC
Walter Diamond – Cote St. Luc, QC
Tami Dubrofsky – Westmount, QC
Sami & Carole Djoury – Montreal, QC
Edmond & Suzanne Elbaz – Cote St. Luc, QC
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Rena Entus – Cote St. Luc, QC
Patrick & Vanessa Essiminy – Montreal, QC
Christina Esteban & Mark Segall – Montreal, QC
Lois & Archie Etcovitch – Montreal, QC
Milene & Greg Etingin – Westmount, QC
Janie & Michael Etinson – Hampstead, QC
Laya Feldman – Westmount, QC
Myra & Sam Frishman – Westmount, QC
David & Rita Fuchs – Cote St. Luc, QC
Anita & Rony Gabbay – Montreal, QC
Allison Gardos & Sidney Serour – Cote St. Luc, QC
Meg & Darrell Garfield – Hampstead, QC
Kim Garzon – Montreal, QC
Stephanie Garzon – Baie D'Urfe, QC
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Oro & Michel Librowicz – Montreal, QC
Jewel Lowenstein – Westmount, QC

Anne & Bernard Madar – Westmount, QC
Herbert Madar – Montreal, QC
Aline Malka – Cote St. Luc, QC
Ingrid Markowitz – Cliffside Park, New Jersey
Sandra & Ron Mashaal – Westmount, QC
Wilma Mashal – Hampstead, QC
Audrey & Teddy Miller – Hampstead, QC
Leonard Miller – Cote St. Luc, QC
Ariela Moyal – D.D.O., QC
Dina & Moshe Nathan – Hampstead, QC
Betty & Joseph Nezi (Fondation Famille Nezi) – Montreal, QC
Alexandra Obadia & Alexandre Cioclitu – Cote St. Luc, QC
Gill & Ylana Obadia – Montreal, QC
Annette Oliel – Montreal, QC
Gloria Padveen & Sid Birns – Cote St. Luc, QC
Carla & Bruce Pearson – Cote St. Luc, QC
Marty Peletz – St. Laurent, QC
Gary Pencer – Westmount, QC
Maurice Peress – Mount Royal, QC
Marvin Pinchuk – Westmount, QC
David Pisarevsky – Montreal, QC
Wendie Polachek & Daniel Bensoussan – Westmount, QC
Susan Puritz – Cote St. Luc, QC
Ted & Sylvia Quint – Hampstead, QC
Alice & Joel Raby – Montreal, QC
Aaron Rand & Valerie Wiseman – Montreal, QC
Laura & Eugene Roditi – Montreal, QC
Abigail & Bernard Rosenblatt – Hampstead, QC
Nathan Rosenshein – Cote St. Luc, QC
Sarah Rosner – Montreal, QC
Judy Rossdeutscher – Cote St. Luc, QC
Florence Rozen & Sheldon Miller – Cote St. Luc, QC
Gerald Rudick – Montreal, QC
Evelyn Bloomfield Schachter (Eldee Foundation) – Montreal, QC
Kayla Schneiderman – Westmount, QC
Alvin Segal Family Foundation – Montreal, QC
Barry & Karen Segal – Montreal, QC
Joel Segal (Decarie Motors) – Montreal, QC
Norton & Mary Segal – Hampstead, QC
Vivian Segall – Cote St. Luc, QC
Daniel Shahrabani – Montreal, QC
Kether Shemie – Montreal, QC
Lucie & Charles Shemie – Hampstead, QC
Vicky Shemie – Mount Royal, QC
Linda Snitzer & Mathias Mamane – St. Laurent, QC
Lionel Soussan – Hampstead, QC
Manya Stendel – Montreal, QC
Rabbi Ariel & Mushky Stern – Westmount, QC
Yair Szlak – Cote St. Luc, QC
Freddy Twik – Westmount, QC
Evelyn Wajcer & Larry Vatch – Westmount, QC
Jonathan Wener (Canderel) – Montreal, QC
Marilee & Gerald Wexler – Westmount, QC
Hainya Wiseman – Westmount, QC
Judith Wolfe – Westmount, QC

It's a Slam Dunk

TORONTO

CMDA Central Region President, David Meyerowitz, CMDA Central Region Director, Hershel Recht and Administrative Coordinator Iris Ehrent recently attended a special dedication ceremony for Larry and Judy Tanenbaum's Mobile Intensive Care Ambulance in memory of Sam, Alice and David Lieberman z"l. Thank you Larry and Judy for your on-going support.

Larry and Judy Tanenbaum.



MDA National Operations Centre an 'Unbelievable Experience'

In the Heart of the Action

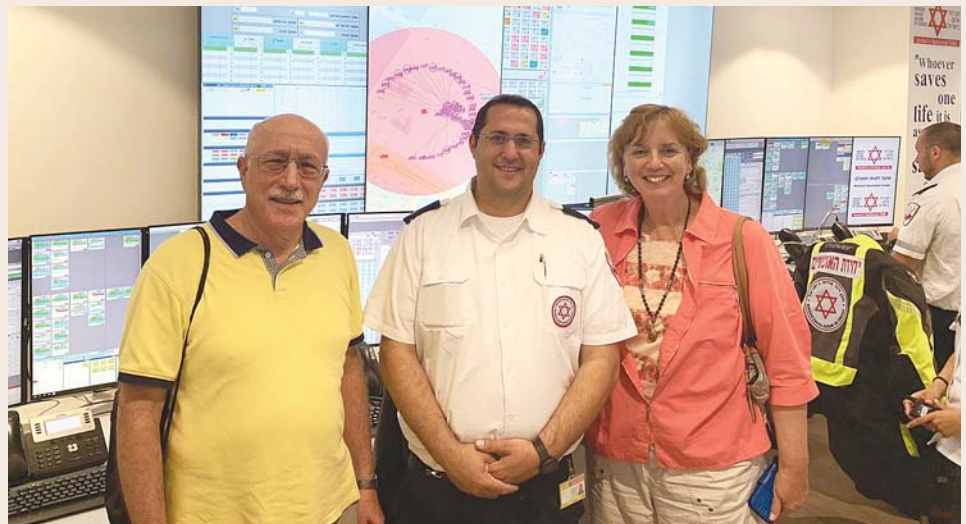
MONTREAL

Cote Saint-Luc City Councillor, Dida Berku, and her husband, Jacob Kincler, had an "unbelievable experience" during a recent trip to Israel when they were invited to visit the new MDA National Operations Centre in Kiryat Ono.

The Centre, which includes the Dispatch and Command Centres, is housed in a reinforced and partially subterranean facility designed to be protected against missile, chemical and biological attacks. As Israel's national EMS, the goal is to be able to continue operating during a crisis without causing any disruption to the day-to-day EMS operations.

The following is Dida's first person account. "As soon as we arrived, we were informed that there was a mobilization for a major incident at the airport. A plane from Germany with 152 passengers was scheduled to arrive in 90 minutes. However, the plane had lost one tire on the runway on takeoff and its landing gear was damaged. The emergency response team had to prepare for a crash landing and potential casualties."

Continued Dida, "we were allowed to stay in the Command Centre while the emergency teams and ambulances were dispatched. We were very privileged to witness emergency preparedness in real



[L.-R.] Jacob Kincler, Raphael Herbst and Dida Berku, during a recent trip to Israel where they visited the new MDA National Operations Centre in Kiryat Ono.

time. It was a tremendous relief when, after two hours, the plane landed safely."

"All the while through the emergency, regular operations continued with the usual fast response times – 3.5 seconds for calls and 8 minutes for ambulance arrival. Hundreds of responders were mobilized and sent to the airport and yet, regular emergency calls were still being answered on time and with the usual efficiency."

"At the same time, delegations from Germany and Norway were visiting the Centre in order to learn more about its operations. It was all very impressive and informative," said Dida.

After the emergency was over, they had the opportunity to meet and speak with Ido Rosenblat, MDA's Chief Information Officer. Ido is very interested in customizing the applications for other services, like Cote Saint-Luc's EMS.

"The Operations Centre is considered the most intelligent and sophisticated in the world. It was truly fascinating to see it work in real time," said Dida. "Thank you to our host, Raphael Herbst, MDA Senior Paramedic and Canada Desk representative, and to CMDA National Executive Director, Sidney Benizri, for giving us this unique opportunity."



Bar Mitzvah Celebration

MONTREAL

In honour of the Bar Mitzvah of their grandson, Milan Jack Kushner, Judith & Gary Pekofsky chose to celebrate the occasion with family in Israel and donate the gift of an Emergency Medical Scooter to the people of Israel.



Volunteers Par Excellence

LONDON

Members of the London Chapter met recently to discuss the results of their March 31st event, "Some Enchanted Evening" and to discuss plans for their 2020 event.

[L. - R.] Nomi Sheinbaum, Lorna Brooke, Barb Glynn, Tom Casler, Miriam Lazarovits, Hazel Friedman and Judy Weinstein.

Missing from photo: Roslyn Caplan, Nicki Ishai and Alan Nagus.



A Very Special Birthday

LONDON

Betty Valinsky shared her special birthday with family and friends.



80 Years Young

LONDON

Mickey Scott, Joel Glynn, and Barry Gerofsky display certificates they received in honour of each of their 80th birthdays.

THANK YOU! TODA!

Canadian Magen David Adom is grateful to the donors whose generosity has enabled the donations of Mobile Intensive Care Units (MICUs), Ambulances, Emergency Medical Scooters and essential medical equipment to the people of Israel.

MEDICAL SCOOTER

CANADIAN MAGEN DAVID ADOM FOR ISRAEL
PRESENTED TO THE PEOPLE OF ISRAEL
IN LOVING HONOR / MEMORY OF
MEIR AARON & ESTRELLA Z"L SCHNEEWEISS
BANDI Z"L & GOLDI STEINER
BY
JOEY & BELINDA SCHNEEWEISS & FAMILY
TORONTO, CANADA 2019



MEDICAL SCOOTER

CANADIAN MAGEN DAVID ADOM FOR ISRAEL
PRESENTED TO THE PEOPLE OF ISRAEL
IN HONOUR OF
AMNON BARUCH
ON HIS 65th BIRTHDAY
TORONTO, CANADA 2019

MAGEN
DAVID
ADOM
IN ISRAEL



מגן דוד
אדום
בישראל



MEDICAL SCOOTER

**CANADIAN MAGEN DAVID ADOM
FOR ISRAEL**
PRESENTED TO THE PEOPLE OF ISRAEL
BY
LILLIAN STEINBERG & FAMILY
IN LOVING MEMORY OF
**BRYANT
STEINBERG**
A BELOVED HUSBAND, FATHER AND GRANDFATHER
MONTREAL, CANADA 2019



Faigel Shapiro Honoured by the Calgary Chapter

CALGARY



A special event on May 14th in honour of Faigel Shapiro on the occasion of her 85th birthday attracted more than 300 guests, including Michael I. Levine, CMDA National President and Sidney Benizri, CMDA National Executive Director. The highlight of the evening was the presentation by Calgary Chair, Leonard Shapiro and his family, of an Emergency Medical Scooter in recognition of the birthday of his wife, Faigel.

An informative address by guest speaker, Daniel Amzallag, CMDA National Volunteer and Media Coordinator, about the new National Blood Centre currently under construction, centered on the importance of safeguarding Israel's blood supply. This state-of-the-art, underground complex will ensure a safe supply of blood services to the people of Israel. Proceeds from this event will help supply the new blood centre with the most advanced medical equipment available.

Sharon Fraiman, Western Region Coordinator, thanked Faigel and Leonard Shapiro "for everything they do to make the world brighter



Leonard and Faigel Shapiro enjoying the 85th birthday celebration.



for so many people". The Shapiros' philanthropic support is crucial to the role Magen David Adom plays in the continued existence of the State of Israel.



Don Sharpe, MDA Advanced Care Paramedic, explaining the 'First 7 Minutes' program.

Western Canada Outreach

CALGARY

"A week spent visiting different communities in Calgary and Edmonton has been a learning experience," said Sharon Fraiman, CMDA Western Region Director. Together with Daniel Amzallag, CMDA National Media and Volunteer Coordinator, and Don Sharpe, MDA Advanced Care Paramedic, they visited Three Hills and Edmonton.

In response to questions such as "how can I help in the event of a mass casualty," they conducted "First 7 Minutes" demonstrations and workshops. They also answered questions about MDA response times and the new National Blood Centre currently under construction.

"We met so many people who really knew little or nothing about Magen David Adom. They were so welcoming and eager that it was an honour for us to spend time with them," said Daniel Amzallag. "We came to the session not knowing what to expect and we left in awe of this amazing organization," said a participant.

Special thanks to Dr. Sam Marcushamer, co-chair of the CMDA Edmonton Chapter, Rabbi Calev Goldberg and all those who helped plan and support the events.

SUPPORTERS WHO HAVE CONTRIBUTED TO CANADIAN MAGEN DAVID ADOM FOR ISRAEL TOWARDS THE PURCHASE OF URGENTLY NEEDED MEDICAL EQUIPMENT



STANDARD AMBULANCE

- **Phyllis Sugar** – Toronto, ON
- **Audrey and Graham Rosenberg** and their children **Blake, Cole and Madison** and **Daryl and Derek Erdman** and their children **Matthew Stephanie, Jacob and Zachary** – Toronto, ON

Computerized Blood Shaker & Scale Machine

Rick Goldberg – Toronto, ON
Chodos Investments Ltd. – Montreal, QC
In memory of Ted & Toni Chodos

Automatic External Defibrillator

Sheryl Gutzin & David Barth – Toronto, ON
Dora Litwack on Sam Litwack's Yertzeit z'l – Toronto, ON
Martin Banoon, Développement Banvest – Cote St. Luc, QC
Barby Solomon – Vancouver, BC
In loving memory of Reuben (Ruby) Solomon on the 30th Anniversary of his passing Day, you are forever in my heart. I miss you. – May 9, 2019

Hemoglobin Testing Cuvettes

Anonymous
The Peter and Melanie Munk Charitable Fnd – Toronto, ON

Medumat CPR Ventilator

Benyamin Bernstein – Thornhill, ON
The Asper Foundation (David, Gail and Len) – Winnipeg, MB
In honour of Norm Lofchy's 90th Birthday
Chodos Investments Ltd. – Montreal, QC
In memory of Ted & Toni Chodos
Ruth Katz – Edmonton, AB

Emergency Suction Pump

D. Zinman Textiles Ltd. – St. Laurent, QC

Emergency Oxygen Tank with Regulator

Lorraine and Joel Cooper Foundation – Toronto, ON
Lorraine & Joel Cooper Non-Endowed Fund – Toronto, ON
Claude and Esther Abrams – Thornhill, ON
Members of Beth Israel Synagogue – Edmonton, AB
Carole Diamond – Cote St. Luc, QC
In honour of Mayer Diamond's 75th Birthday
George and Dorothy Grostern – Hampstead, QC
In memory of Lazarus David Caplan Z"L

First Responder 'Life Pack'

Nancy and Errol Porter – Toronto, ON
Lawrence Rubin and Catherine Beck – Toronto, ON
Dennis and Laura Bennie – Toronto, ON
Roy and Naomi Wordsworth – Toronto, ON
Laurie Markus – Toronto, ON
Rick Goldberg – Toronto, ON
Charlotte and Martin Levene – Kitchener, ON
Dorothy Ross – Toronto, ON
In memory of Robert David Ross z'l
Cecile and Harry Erlich – Toronto, ON
Allan & Paula Barbarush – Cote St. Luc, QC
In memory of Lazarus David Caplan Z"L
Friends and Family of the Late Anne Bellman Z"L – Montreal, QC
In memory of Anne Bellman Z"L
Flo Dalfen – Cote St. Luc, QC
Arnold M. Garber – Cote St. Luc, QC
Walter & Lois Gumplich – Vancouver, BC
Ruth Katz – Edmonton, AB
Ruth Liebman – Windsor, ON
Allan Newman – Toronto, ON
Carol-Sue Shapiro – Ottawa, ON

Respiratory System

Andrew Tylman – Toronto, ON
Friends and Family of the Late Anne Bellman Z"L – Montreal, QC
In memory of Anne Bellman Z"L
Members of Beth Israel Synagogue – Edmonton, AB
David Peters – Calgary, AB

Defibrillator Pad and Accessories Kit

Max & Beatrice Wolfe Charitable Fnd. – Toronto, ON
The Estaron Foundation – Vaughan, ON
Joe & Freema Trager, John & Arlene Antony – Toronto, ON
Susan Greenbloom – Toronto, ON
Morrie Kirshenblatt – Oshawa, ON
Torkin Family Fund – Toronto, ON
Leonard Borer – Toronto, ON
Base Ninety Developments Ltd – Toronto, ON
Stephanie Caplan – Toronto, ON



MOBILE INTENSIVE CARE UNIT (MICU)

- Generously donated by **Thomas, Anna, Alex and Courtney Fairfull** – Pickering, ON
In Memory of Alexander and Doris Fairfull Truly special people and dedicated friends of the State of Israel may their memory be a blessing
- **The Scoler Family** In loving memory of **Renee Sandra Scoler z'l** who loved her Family and **The State of Israel** – Toronto, ON
- **Marion Caplan and Family** – Montreal, QC
In memory of Lazarus David Caplan Z"L
- **Reuben Dubrofsky & Family** – Montreal, QC
In memory of Frances Caplan Dubrofsky Z"L
- **Marlene & Joel King & Family** – Montreal, QC
In honour of their 50th Wedding Anniversary
- **Margarita and Fred Posner** – Hamilton, ON

Rabbi B & Josette Frydman Kohl – Toronto, ON
Stanley and Donna Shenkman – Toronto, ON
Ab and Phyllis Flatt – Toronto, ON
Nan & Jack Wiseman Family Fund – Toronto, ON
Ursula M. Alberts – West Vancouver, BC
Richard and Felice Barry – Cote St. Luc, QC
In memory of his mother, Belva Rubin
Abby Brumer – Toronto, ON
Lori & Bruce Burnett – Mount Royal, QC
Norman Freedman – Westmount, QC

Sphygmomanometer and Stethoscope

Joel E. Slan – Toronto, ON
Congregation Melech Yisrael – Toronto, ON
Marcus Scoler – Toronto, ON
Eric Sendsen – Aurora, ON
Camp Wahanowin – Toronto, ON
Sandra Kamenir – Toronto, ON
Joel and Adrienne Slan – Toronto, ON
Gary Kirsh – Thornhill, ON
Judy and Arthur Lebowitz – Toronto, ON
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Marjorie Blankstein – Winnipeg, MB
Felicia Folk – Vancouver, BC
Brian Gilfix – Cote St. Luc, QC
Martin Isaif – Cote St. Luc, QC
Marvin Kane – Westmount, QC
Aaron, Anthony and Gail Kardish – Toronto, ON
In honour of their parents, Margo and David Kardish, on their 45th Wedding Anniversary
Lorna Katz – Cote St. Luc, QC
Sam Lackman, Danny Ritter and Gwenn Garonce – Montreal, QC
In memory of Lazarus David Caplan Z"L
Joseph Levitt – Cote St. Luc, QC
Avis Miller – Ottawa, ON & Trudy Miller – Toronto, ON
In honour of their aunt, Ruth Frisch, on her Birthday
Shirley & Jason Nyman – Cote St. Luc, QC

Emergency Tourniquets Device

Stopnitzer Young Men's Benevolent Assoc. – Toronto, ON
Jane Goldberg – Toronto, ON

Intraosseous Gun

Mona & Albert Aaron and Family – Cote St. Luc, QC
In honour of Igal Milo, on his Special Birthday
Stanley Brasgold – Montreal, QC
Elly & Al Bruner – Ottawa, ON
In memory of Jacob Aaron & Esther Malka Bruner
Helen Constantine – Hampstead, QC
Marilyn Cooperman – Montreal, QC
In gratitude to Dr. William Steinberg for his kindness
Friends of Rona Blostin – Montreal, QC
In honour of her 75th Birthday
Marilyn Edelstein – Montreal West, QC
In memory of Henia Bronet Z'L
Edna & Seymour Eisenberg – Ottawa, ON
In honour of Evelyn Eisenberg on her milestone Birthday
Edna & Seymour Eisenberg – Ottawa, ON
In honour of Edith Landen on her 100th Birthday
Karen & Gerry Fried – Cote St. Luc, QC
In honour of the marriage of Roxanne & Stephane Levy
Judy & Ben Goldberg – London, ON
In honour of their granddaughter, Hanna Goldberg's graduation from Medical School



EMERGENCY MEDICAL SCOOTERS

- **Doreen Silver and Family** – Toronto, ON
In Loving Memory of Louis D. Silver Q.C z'l
- **The Neinstein Family** – Toronto, ON
Celebrating the visit of the State of Israel's President The Honourable Reuven Rivlin
- **Aaron and Rosemary Waxman & Family** – Toronto, ON
- **Celebrating Amnon Baruch's 65th Birthday** – Toronto, ON
- **Arlène & Henri Abitan and Family** – Montreal, QC
- **Raisa & Armand Afilalo and Family** – Montreal, QC
- **Judith & Gary Pekofsky** – Montreal, QC
In honour of the Bar Mitzvah of their grandson, Milan Jack Kushner
- **Leonard Shapiro and Family** – Calgary, AB
In honour of Faigel Shapiro's 85th birthday
- **Lillian Steinberg and Family** – Montreal, QC
In memory of Bryant Steinberg

Hotel Ruby Foo's – Montreal, QC
Rose Harris – London, ON
In honour of Rachel Spanglet's Bat Mitzvah
Guita Hyman – Westmount, QC
Shelby Karpman – Edmonton, AB
Ronald and Sonja Kesten – Ottawa, ON
In honour of the 1st Yahrzeit of Sam Litwack Z"L
Tamar & Louis Lang – Cote St. Luc, QC
In honour of Louis' 95th Birthday
In honour of their 58th Wedding Anniversary
Judith Lavitt – Winnipeg, MB
Marni & Steve Lipton – Calgary, AB
In honour of Sandra Lipton on her 65th Birthday
Lena Markel – Montreal, QC
In honour of her daughter, Debbie Keller's Birthday
Tibor Martinek – Toronto, ON
Trudy Miller – Toronto, ON
In honour of Dr. Gerald Kirsh's years of care and on his retirement
Laurie & Chuck Mozeson – Edmonton, AB
In honour of Dalia and Allan Wolinsky's 70th & 75th Birthdays
The Mozeson Family – Edmonton, AB
In honour of Sol Koplowitz's 65th Birthday
Shirley & Jason Nyman – Cote St. Luc, QC
In memory of Lazarus David Caplan Z"L
Ellen Pesner – Westmount, QC
Sarah & Joseph Remer – Cote St. Luc, QC
Gerry & Shirlee Rosen – Cote St. Luc, QC
Arieh & Tamar Rosseutscher – Cote St. Luc, QC
In honour of Jeff Rosenblatt on his 40th Birthday
Joyce Rubenovitch – Edmonton, AB
Seymour Samberg – Cote St. Luc, QC
Lionel Sanders – Cote St. Luc, QC
Abraham Sargon – Cote St. Luc, QC
Mallary & Mark Segall and Family – Dollard des Ormeaux, QC
In honour of Ruth Levine on her 90th Birthday
Vivian Segall – Cote St. Luc, QC
In memory of Henia Bronet Z'L
Friends of David Smith – Montreal, QC and Florida
In honour of his 85th Birthday
Irwin Tauben – Montreal, QC
Marilyn & Leo Weiss – Westmount, QC
Lila Wolfe Druckman – Cote St. Luc, QC
In honour of her grandson, Lev Berner
Maelor & Muriel Vallance – Vancouver, BC
Ben Zukierman – Cote St. Luc, QC

SINCERE GRATITUDE TO TO OUR CALGARY DONORS:

Maureen Wong – Calgary, AB

MAZEL TOV AND BEST WISHES TO:

Nellie Miller – Toronto, ON
Mazel Tov with many more from Family & Friends

AMBULANCE MAINTENANCE FUND

The Tova and Alex Hartman
Family Foundation – Toronto, ON

SPECIAL DONATIONS

Larry Kahn & Deb Sheinbaum - Victoria, BC
In honour of Alan & Rita Rabinowitz's wedding

David & Elaine Wolovitz – Victoria, BC
In honour of Alan & Rita Rabinowitz's wedding

SPECIAL BIRTHDAY & ANNIVERSARY WISHES

Joseph Bitton – Hampstead, QC
on the occasion of his 75th Birthday
Irene Corne – Winnipeg, MB
on the occasion of her 80th Birthday
Mayer Diamond – Cote St. Luc, QC
on the occasion of his 75th Birthday
Florence Garfinkle – Cote St. Luc, QC
on the occasion on her 95th Birthday
Barry Gerofsky – London, ON
on the occasion of his 80th Birthday
Ben Goldberg – London, ON
on the occasion of his 90th Birthday
Michael Kastner – Montreal, QC
on the occasion of his 80th Birthday
Pepi Laufer – Montreal, QC
on the occasion of her 90th Birthday
Susan Puritz – Cote St. Luc, QC
on the occasion of her 75th Birthday
Mickey Scott – London, ON
on the occasion of his 80th Birthday
Mary Segal – Hampstead, QC
on the occasion of her 70th Birthday
Faigel Shapiro – Calgary, AB
on the occasion of her 85th Birthday
Naomi Sheinbaum – London, ON
on the occasion of her 85th Birthday
Lee Sherman – London, ON
on the occasion of her 85th Birthday
David Smith – Laval, QC
on the occasion of his 85th Birthday
Betty Valinsky – London, ON
on the occasion of her 85th Birthday
Allan Wolinsky – Calgary, AB
on the occasion of his 75th Birthday
Dalia Wolinsky – Calgary, AB
on the occasion of her 70th Birthday
Bernice & Harry Chyfet – Laval, QC
on the occasion of their 65th Wedding Anniversary
Esther and Michael Rozenek – Cote St. Luc, QC
on the occasion of their 40th Wedding Anniversary
Norton and Mary Segal – Hampstead, QC
on the occasion of their 40th Wedding Anniversary
Thelma and David Smith – Laval, QC
on the occasion of their 65th Wedding Anniversary

IN MEMORY OF...

Anne Bellman z'l – Montreal, QC
Beloved Mother, Mother-in-law, Savta, Savta Bubbie, Sister and Sister-in-law
Henia Bronet z'l – Montreal, QC
Beloved Wife, Mother, Mother-in-law and Grandmother
Eddy Cohen z'l – Scottsdale, Arizona
Beloved Father, Father-in-law, Grandfather, Brother and Brother-in-law
Chaim (Hymie) Itzkovitz z'l – Montreal, QC
Beloved Husband, Father, Father-in-law, Grandfather, Brother and Brother-in-law
Anna Mae Belmont z'l – Toronto, ON
Beloved Wife, Mother, Sister and Grandmother
Dr. Barney Seetner z'l – Toronto, ON
Beloved Father, Grandfather, Great-Grandfather
Murray Shenkman z'l – Toronto, ON
Beloved Father, Father-in-law and Grandfather
Shirley Bettel z'l – Toronto, ON
Beloved Mother, Sister, Grandmother and Great-Grandmother

HONOURING OUR HEROES

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November 21, 2019

Toronto Centre for the Arts/Meridian Arts Centre
Cocktails and Registration at 6:30pm

Featuring

Inspiring Presentation by **MDA Paramedics**

Exclusive performance by Israeli sensation **MAYUMANA**

Celebration continues with **Fabulous food** and **live music**

KOSHER DIETARY LAWS OBSERVED



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Canadian Magen David Adom Toronto is thrilled to present
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Israeli Film and Television Star of: "Shtisel",
"Out in the Dark" and "When Heroes Fly".

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