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Dear Parents,

Welcome! Your child's class is joining classrooms across the country to celebrate Tu BiShvat, the Jewish New Year for the Trees. Jewish National Fund has been planting trees in Israel since 1901, and we are honored to celebrate this holiday with you. This year Tu BiShvat falls on Monday, February 10.

We often talk about making the desert bloom, an idea many students simply can't fathom. And so this year, we are partnering with your school to teach your child about the spirit of innovation which led to the transformation of the desert from a barren wasteland into an agricultural powerhouse.

Partaking in science experiments, your child will see how something that sounds like magic is possible – and the bedrock of the modern state of Israel.

Your community will also be participating in a campaign to purchase trees to be planted in Israel. JNF has planted more than 260 million trees to date, but it is critical that we plant more to ensure the viability of Israel.

We are using an eco-friendly online platform: each school has a unique web page to keep track of each class's tree-planting efforts. Not only will you be able to fulfill a mitzvah by planting a tree, your school will participate in a competition to win great prizes! The more trees planted, the better the prize.

PRIZE LEVELS—GRANTS FOR YOUR SCHOOL:

Prize levels are based on collective tree purchases for the whole school. Purchases and tree forms must be postmarked by **Friday, February 28, 2020** to be included in our raffle and be considered for prizes. Prizes will be given for the following levels:

Level 1*: Every school that plants 50 trees or more will receive \$180.

Level 2*: Every school that plants 100 trees or more will receive \$360.

Level 3*: Every school that plants 200 trees or more will receive \$720.

**Please note that prizes are not cumulative.*

Nationwide Student Tree Sale Contest: Encourage your child to promote their school's tree sale campaign and he/she could win prizes. For more details, see the enclosed contest flier.

Thank you for your continued support of Jewish National Fund and for joining us in ensuring a greener Israel for all its citizens.

Anne Greenspoon
Director of Community Engagement,
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Daniel Friedman
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