



FRIENDS OF  
SIMON WIESENTHAL CENTER  
FOR HOLOCAUST STUDIES

## **MEDIA ADVISORY**

**Avi Benlolo, President and CEO of Friends of Simon Wiesenthal Center for Holocaust Studies, available to comment on Holocaust Remembrance Day upon returning from Mission to Poland**

**Toronto, April 8, 2010** – Friends of Simon Wiesenthal Center for Holocaust Studies President & CEO, Avi Benlolo, is available to speak to the media about the significance of Holocaust Remembrance Day. Holocaust Remembrance Day, or Yom HaShoah in Hebrew, falls on Sunday, April 11 this year.

Mr. Benlolo recently returned from leading an educational mission comprised of journalists, politicians, educators and community leaders to Poland. “From Compassion to Action: Mission to Poland” included visits to cities that once were home to vibrant Jewish communities before their destruction by the Nazis, as well as tours of the Madjanek and Auschwitz-Birkenau concentration camps.

“The unspeakable tragedy of the Holocaust is today being magnified by those who continue to deny, in the face of insurmountable evidence and firsthand witnesses, that it ever occurred,” says Mr. Benlolo. “It is therefore of paramount importance that Holocaust Remembrance ceremonies continue and that leaders from all walks of life visit Europe to witness for themselves the sites where such horrors took place,” he explained.

Mr. Benlolo will speak with the media about the vital importance of Holocaust Remembrance Day services and discuss his experiences visiting the death camps in Poland. Holocaust Remembrance ceremonies are scheduled to take place in cities across Canada on both Sunday, April 11 and Monday April 12.

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