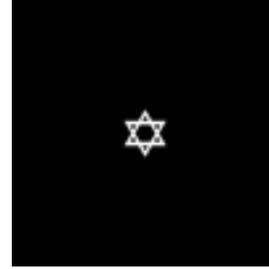


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FOR IMMEDIATE RELEASE

See Israel through the eyes of “Jewish Chick” from November 27-December 4th

Where they lead, others follow: “Jewish Chick” is honored to have been selected to showcase the diversity and beauty of Israel along with a handful of other top influencers on a Media Magnet tour, in partnership with the Israeli Ministry and the Jewish Women’s Renaissance Project.

The rise of influencer marketing has led to a group of individuals who are able to showcase their lives and experiences, and what better place to explore than Israel?

A strong, consistent, and popular voice for Jewish interests, Liora Rez combines her love of fashion with an outspoken and unapologetic take on Jewish interest issues, modern day Zionism, and more through her various social media networks. Come along for the journey and travel from Tel Aviv to Jerusalem, to Tzfat and the Dead Sea. In addition to cultural showcases, Liora will be interviewing Israeli media professionals, artists, entrepreneurs and more.

In addition, Liora will be expanding her website’s e-commerce platform to help combat the growing BDS platform, both domestically and internationally, by featuring Israeli and Jewish owned product lines to her loyal follower base. More information on the collection is available upon request, as well as interviews with Liora and exclusive behind the scenes content from her journey.

About Jewish Chick: Liora Rez started “Jewish Chick” on Instagram in 2013 out of sheer boredom; she became a stay at home mommy after working over a decade in structured finance and needed a way to connect to the outside world. Fast forward four years later, her reach has now extended to both a website featuring e-commerce, a popular Facebook page, and Snapchat. She adores interacting with her followers globally.

Instagram: www.instagram.com/jewish_chick/
Facebook: www.facebook.com/JewishChick/
Website: www.jewishchick.net