

# BIRTHRIGHT FOR YOU!

THIS IS MORE THAN A TOUR OF ISRAEL, IT'S A TOUR OF YOURSELF!

[www.BoomersBirthright.com](http://www.BoomersBirthright.com)

561-929-9892

## All the Fun of a Birthright style trip with your level of comfort.

Boomers Birthright is finally here! It is our time to hike mountains, float in the Dead Sea and visit our holiest sites. Our kids have been doing it for years. Now it is our time to pack up, board a plane and send a post card from Israel!

The Boomers age group has been the caretakers of families, employees and co-workers, we have been the ones to say goodbye, farewell, and see you soon. Now, Boomers are going to have our Birthright to Israel. Our rite of passage. My kids said how awesome it was, that it was the greatest experience of their lives, I wanted to experience it for myself. I promise it is the most fun you will ever have. I know, because I am a Boomer and I just got back from my Boomers Birthright. It was one of the most incredible experiences of my life, and not just Jewish. We met incredible people and went to incredible places in Israel but I really had a spiritually and emotionally charged experience that gave me a new perspective about myself.

My other Boomers friends, have all been looking for an exciting experience. Now that our kids have left the house, our jobs have eased up and we are able to take some time to self-reflect, explore new frontiers and challenge our minds, it was the right time for me to go back to Israel.

Boomers Birthright is so much more than a trip to Israel. Israel is the place to carve out a new path for yourself. Perhaps a change of ideas, perhaps a new approach at love or a time to embrace our loved ones again. Meet new friends and meet yourself, in Israel.



*“My kids said it was awesome, the greatest experience of their lives. I wanted to experience it for myself!”*

*- Susan Friedman (June 2013)*



Speak with one of our past participants about their experience.



**Trips leaving**  
Winter/Summer: What works for you?

- Winter adventure  
Jan. 29-Feb. 9, 2014
- Spring active  
May 8–May 18, 2014
- Platinum or Gold

# The experience of a lifetime, and a treasured memory for a lifetime.

North | South | Center | Jerusalem

**North:** Unwind after your flight with a relaxing spa experience at Hamat Gader, and then let your adventurous spirit kick in as you kayak down the Jordan River. Take a glimpse of Kibbutz life, taste exclusive wines at some of Golan's most famous vineyards, and visit the legendary Hame'iri cheese farm. Experience Shabbos in the mystical city of Tsfat, marvel at the luscious green mountains of the Golan, and enjoy a romantic evening tour of picturesque Tiberias.



Make it to places, you didn't think possible.

Celebrate with new friends and old!



**South:** Visit the breathtaking "Machtesh" and savor an elegant meal at the Elegant Bereshit Resort. Take a memorable camel ride, and then enjoy an evening under the stars and a delicious meal with Bedouin hosts. Venture up Masada for a magnificent view and a fascinating tour of Herod's Palace. Nature walk your way through the Ein Gedi Oasis and soak up the healing power of the Dead Sea at Mineral Beach.

**Center:** Explore Israel's most vibrant city, Tel Aviv, and get patriotic at Independence Hall in the very room where the State of Israel was declared! After feasting your eyes on the exquisite artwork in Ilana Goor's art gallery, enjoy a cup of coffee and shopping at the new Shopping District, followed by a tour of the city streets. In the evening, head out for a night on the town at the Namal Port, and then experience one of the highly acclaimed Israeli song and dance shows.

**Jerusalem:** Mark your arrival in Jerusalem with "Shehechyanu" on Mount Scopus, walk the cobbled streets of the Old City, and lay your hands and hearts on the Western Wall. Tour the ancient City of David and the Herodian Quarter. Enjoy a vibrant shopping experience in the Ben Yehuda Market, and take time to reflect at the Yad Vashem Holocaust Museum. Tour the Jerusalem neighborhoods, and enjoy dinner and shopping at Mamilla Open Mall. Visit the Hertzl Museum for a spectacular audio-visual encounter with the visionary of the Jewish State. Finish off your stay with a visit to the Knesset, followed by a peaceful, unique, and "extra-special" Shabbos experience – in true Jerusalem style.

Memories you will cherish forever!



## Don't walk, run!

Karen DeCou (Boomers Birthright June 2013)

Boomers Birthright was an indescribable experience. I had been to Israel, but this was the first time that I did not feel like just a sightseer...I really felt Israel thru and thru, the people, and the culture. On the trip that I was lucky enough to go on, most of us had been to Israel before but definitely not this way. We saw things, did things, experienced things just like the students who go on their Birthright journey. We saw it thru the eyes and wisdom of Rabbi Baruch Plotkin, a gifted, inspiring, funny and full of life leader who custom designed our trip. It was a trip of a lifetime...made possible because Rabbi Baruch is so dedicated to making it so, and he has the expertise to make it happen. He has taken thousands of students to Israel on their Birthright Israel journey; he lived in Israel and knows not only the country very well but so many people there that help to enhance the experience. We met real people and shared experiences like Shabbat with them. I never knew Shabbat could be so joyous. We kayaked down the Jordon River and laughed till it hurt. We floated in the Dead Sea, rode camels in the Negev, picked sunflowers in an organic farm in the middle of the Negev (it really is blooming as was the wish of Ben Gurion), climbed Masada and toasted champagne on Mt. Scopus. Some of us got Hebrew names and even had a Bar Mitzvah celebration.

This is more than a tour to Israel. You won't get this experience with any other tour company. The added ingredient, was Rabbi Baruch, who takes you to a level of understanding yourself, getting in touch with feeling seeing a picture that you've never seen before. What is incredible, is that now that I am back, I still have the opportunity to be with our new friends and to continue the experience with class and experiences here in South Florida. Don't walk to do this trip...run to do this. It's definitely our time, your time to do it. I'm so glad I did! Karen DeCou Boomerbirthright, Summer 2013)

## "What happens before and after an Israel trip is equally important to the trip itself."



### Before Israel:

Our trips begin before the trip with an intake interview and after registration, participants have three orientations prior to the departure of the trip. Through this process, our staff begins to interview and orientations our staff begins to know participants and we can work together to tailor make the trip in order to make the experience just right for them.

### In Israel:

These experiences happen with others. So whether participants are coming to meet new friends, be with old ones, or just want to feel the sense of community, we create the space for meaningful connections. Our goal is to always provide an environment that is warm and welcoming, and gives people an enduring sense of community, long after the Israel experience.

### After Israel:

Through post trip interviews and evaluation, participants are encouraged to continue to participate in programs and to consider other possible Jewish involvement based on their interest.

## Safety is our priority



# This is more than a trip to Israel, this can be the beginning of a greater Jewish Journey.

Boomers Birthright offers a variety of classes for life long learning.

Our Israel trips are part of a wide range of quality programs and initiates that provide inspiring and enriching experiences that participants cherish together prior to or long after our Israel experiences.

These Israel experiences along with a host of other Jewish experiences creates inspiring portals of entry for people from all backgrounds to connect to other people, Israel and their Jewish heritage in ways that inspire them:

- ◆ Jewish education
- ◆ Cultural events
- ◆ Special speakers
- ◆ Shabbat and Holidays
- ◆ Social programs
- ◆ Heritage Trips (Spain, Islands, etc.)



## Contact Us

Give us a call and we can do an intake interview, and discuss pricing and trip dates.

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Visit us on the web:

[www.BoomersBirthright.com](http://www.BoomersBirthright.com)

**“You have to go with Rabbi Baruch Plotkin, he’s a unique kind of Rabbi.”** Dr. Elliot Solomon (2013)



**Rabbi Baruch Plotkin,**  
*Founder of Boomer Birthright*

Named 1 of the top 36 most Inspiring Rabbis in America (Forward 2013), he is recognized as a master teacher and story teller whose knowledge and love for Israel and Judaism is contagious. Rabbi Plotkin previously served as the Rabbi for the University of Miami Hillel and the Hillel of Broward and

Palm Beach. He has been leading Birthright Israel trips since it’s inception 13 years ago and has taken hundreds of people to Israel. Rabbi Plotkin did his rabbinic training in Jerusalem at Yeshivat Darche Noam, where he received rabbinic ordination. He holds a MA in Jewish Education from Hebrew University of Jerusalem and a BS in Business Communications from Emerson College. He is married to Shayndel and they have seven children.

