THE HISTORY OF THE STAR OF DAVID @ SOROKA MEDICAL CENTER’S NEW COMPREHENSIVE CANCER CENTER

A legacy naming opportunity that will support the life-saving mission of Israel’s most strategic and vital medical institution and promote Jewish history and identity worldwide.
**REACH FOR THE STARS**

Artist Marc Bennett has created a work of art that is destined to become a cultural icon. His *The History of the Star of David* invites viewers to take an historical journey with this iconic symbol. A journey that brings to life a rich history of triumphs and struggles and offers hope and promise for our future survival - the perfect counterpart to Soroka’s life-saving mission.

Soroka is seeking to secure a donor to facilitate the acquisition of this large scale original of *The History of the Star of David* artwork at 16 x 24 feet, and make it the permanent focal point of the new Comprehensive Cancer Center’s healing garden where it can be viewed and experienced by patients, staff, visitors and tourists.

In addition to serving as a symbol of the strength and perseverance of the Jewish people, the placement of the piece at the Cancer Center will launch a partnership that will link the artwork to a philanthropic mission to support Soroka. This will create a continual revenue stream for the Cancer Center from merchandising of the artwork at the hospital, as well as from a percentage of all worldwide art sales, merchandising and licensing being donated to the Cancer Center in perpetuity from the project. In doing so, the piece will promote the hospital and its life-saving services, which include prevention, diagnosis, research, education, advanced treatment, and cancer care for children, adults and Israeli Defense Force soldiers.

This is a legacy naming opportunity where the donor and any dedication will be prominently displayed alongside the artwork in the healing garden and in the main lobby of the cancer center. The donor will also receive international recognition in all press, advertising, PR, social media and events.

*In the manner that the Chagall windows have helped raise international awareness and generated revenue for Hadassah Medical Center in Jerusalem, it is our goal to do the same for Soroka through this project.*

So “Reach for the Stars” and be a part of this legacy naming opportunity that will support Soroka Medical Center, Israel’s most strategic and vital medical institution. Located in Be’er Sheva, the capital of the Negev, Soroka serves over 1.2 million residents, in an area that comprises 60% of the country.

> This is a history-making opportunity for Soroka Medical Center that will support our life-saving mission. The artwork’s intrinsic optimism for the future reflects Soroka’s current strategic role for the State of Israel, enabling the transformative development of the Negev region.

**Shlomi Codish, MD, MPH**  
Director General, Soroka Medical Center

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**The History of the Star of David** will be the focal point of the new Comprehensive Cancer Center’s healing garden.

The artwork consists of 18 dye-sublimation prints on glossy anodized aluminum panels totaling 16 x 24 feet.
VISION FOR THE ARTWORK AT SOROKA

As the center point of Comprehensive Cancer Center’s healing garden *The History of the Star of David* will be promoted as a cultural and artistic attraction for people, tour groups and students to visit the Soroka and Be’er Sheva. The hospital will work with the country’s many tourism organizations including the Israeli Ministry of Tourism, as well as the city of Be’er Sheva, to promote the artwork at the hospital. Additionally, on-site lectures will be developed for tour and school groups from around the country.

This project will help position Soroka Medical Center and the Cancer Center for increased consumer awareness and international press recognition. The heightened public relations surrounding the project will also help improve Soroka’s notoriety and will become a key talking point, offering valuable support to the hospital’s international fundraising.

The artist, in collaboration with Soroka, will further develop related projects that include educational and school components, traveling exhibits and video modules, intended to enhance the educational value of the art, and promote Soroka and Jewish engagement.

Not only will the hospital be acquiring an engaging artwork celebrating Jewish culture, history and identity, but an important work that will be promoted globally as a 21st century movement representing Jewish life and future survival.

Accompanying the artwork will be architecturally designed signage that recognizes the donor and that invites the viewer to discover the centuries-long evolution of the six-pointed star.

"The History of the Star of David powerfully reflects the complexity, beauty and strength of Jewish peoplehood and the State of Israel. I believe it is more than just an engaging work of art, but will become a timeless and vivid cultural landmark at Soroka Medical Center, a symbol of life and hope for our future."

Ambassador Ido Aharoni
Former Consul General of Israel
A PHILANTHROPIC PARTNERSHIP

The History of the Star of David project believes that giving back is part of Jewish heritage and an important part of the future survival of the Jewish people, so they will donate to Soroka Medical Center 10% of gross revenues generated from all worldwide limited edition fine art sales, merchandising and licensing in perpetuity. The merchandise will be sold in retail stores, museums, galleries, Jewish institutions and websites globally.

Additionally, to support on-site tourism, the project will provide merchandise that will be available for sale at Soroka’s gift shop and online on their website. This will heighten international awareness for Soroka and create a continual revenue stream for the Medical Center and the Cancer Center in perpetuity.

Product merchandising and licensing is a natural brand extension that will maximize and sustain revenues stemming from The History of the Star of David series of works. The emotional connection between this iconic cultural symbol and its eye-catching color will be easily adapted to all types of consumer products including; home goods, clothing, tech accessories, posters, stationary, greeting cards, and jewelry. The brand extensions for this are endless, limited only by imagination!

Limited edition signed and numbered prints on anodized aluminum for homes, offices, synagogues and institutions.

“Marc Bennett’s The History of the Star of David captures both the energy and spirit of the Jewish people in a uniquely ancient and contemporary way. And his vision, to see the work displayed throughout the world, demonstrates the high level of passion and commitment he brings to Jewish life.”

Jerry Silverman
President & CEO, The Jewish Federations of North America
ABOUT SOROKA MEDICAL CENTER

Soroka Medical Center offers recognized excellence across the entire spectrum of medical care, including prevention, diagnosis, research, education, advanced treatment, trauma care and cancer care. Soroka leads in many fields and advanced services, among them, the largest trauma center in the country - with eight treatment stations, including a special one for children.

Soroka Medical Center is a major teaching hospital affiliated with the faculty of Health Sciences at Ben-Gurion University of the Negev whose campus is adjacent to the hospital.

Soroka is the largest employer in the Negev, with 4,200 employees, including 800 physicians and approximately 2,000 nurses.

Just 20 miles from Gaza, Soroka is a strategic asset for Israel, and provides life-saving care for the most severely wounded Israeli Defense Force soldiers during times of conflict.

Soroka Medical Center is a unique institution, and the sole major medical center for all of southern Israel, serving over 1.2 million residents, including 400,000 children. Soroka is a global symbol of harmonious coexistence, providing the same excellent healthcare to all, regardless of race, religion, politics or national origin.

Opening in summer 2018, the state-of-the-art Comprehensive Cancer Center at Soroka fulfills the extremely urgent need in the region for cancer care and will be the sole such center in operation in the entire Negev. The Center will house ground-breaking research to discover better ways to prevent, diagnose, and treat cancer. The combination of advanced research laboratories and clinical medicine will enable the Cancer Center to provide the newest and most advanced treatments for their patients, thus saving lives and transforming Israel’s cancer care.

The Star of David echoes in nearly every era of history, now captured in Bennett’s artwork in a kaleidoscope of colors, beckoning every member of the human race, both Jew and Gentile alike, to bear witness to this unyielding indomitable spirit of struggle and resilience, of hope, and the longing to be free.

Chloe Valdary
Pro-Israel Political Activist and Zionist
DONOR NAMING OPPORTUNITY & RECOGNITION
Soroka invites any donor who is passionate about this legacy naming opportunity to proudly participate in bringing *The History of the Star of David* to the Comprehensive Cancer Center at Soroka. This historic project will bring much needed attention to this extraordinary Cancer Center, as well as provide the Center with a continual revenue stream for many decades to come.

This naming opportunity is **$400,000** and will enable Soroka to acquire, transport and install the large scale work of art (16 x 24 feet) created on high gloss metal, in the Cancer Center’s healing garden. Additionally, it will secure a direct donation from the project to the Cancer Center from all worldwide limited edition fine art sales, merchandising and licensing in perpetuity.

We hope you will join us in our vision for the future of Soroka Medical Center and make this a philanthropic priority.

The naming donor and any dedication will be prominently displayed alongside the artwork in the garden and on signage in the Cancer Center lobby. The naming donor will receive international recognition in all press, advertising, PR, social media, online websites, promotions and events. The donor will also be invited to the major ceremony and reception at the Cancer Center celebrating the unveiling of the artwork.

This donation is 100% tax deductible.

*American Friends of Soroka Medical Center is a New York State 501(c)(3) corporation, NYS# 13-5866593. All contributions to Soroka Medical Center are tax deductible to the extent provided by law.*

**For additional information please contact:**

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> In my work, the Star of David has chilling connotations. The Jewish Yellow Star was one of exclusion, shame and terror imposed by the Nazi’s. Artist Marc Bennett overcomes the despair and tells the true story in *The History of the Star of David*, one of self determination, pride and a future which celebrates Jewish life in its many wonderful dimensions.

Stephen D. Smith, PhD  
*Executive Director of USC Shoah Foundation for Visual History and Education*

> The *History of the Star of David* signage in the main lobby of the Cancer Center will also recognize the donor and any dedication.

Donor recognition will be prominently displayed on the architecturally designed signage accompanying the artwork in the garden.