

For Immediate Release

Jewish Youth Gather in Berkeley to Bake a Difference

Challah for Hunger's Annual Leadership Summit promotes social justice and advocacy

(BERKELEY, CA, January 17, 2013) The smell of freshly baked bread and the sounds of vibrant Jewish community will fill the halls of Hillel at UC Berkeley this weekend. College student leaders from around the country will gather from January 18 to 21 for the 3rd Challah for Hunger Leadership Summit.

The theme of this year's summit, held in partnership with UC Berkeley Hillel, is "Mixing It Up to Bake a Difference." More than 50 student leaders from across the US, England and Canada will come together to learn, share, and inspire themselves and each other through activities that cultivate individual and collective leadership talent.

Challah for Hunger invites the Bay Area community to join in the Summit's culminating event: Extreme Challah Baking. A favorite aspect of the annual Summit, the students try out new flavors, share tips on favorite recipes, and perform astounding feats of challah-baking. Join us on Monday, January 21st from 9:45 to 10:45am at UC Berkeley Hillel, 2736 Bancroft Way, Berkeley 94704.

Many question why Challah for Hunger grows so organically and quickly. In the last 2 years more than 33 new chapters got started. Lisa Motenko, Program Director of Berkeley Hillel explains, "My director thinks that CfH is the best thing that we've done at Hillel: it involves the greatest amount of students, more than any other program that we've ever done. The students love that they were introduced to a lot of local organizations, they're really involved. People always say that it's such a nice community; it's so happy and friendly and it draws people in."

Eli Winkelman, co-Founder and Executive Director explains why the Summit is important to CfH's success. "This organization is led by students. We are in awe of the passion and hard work they put into their chapters. Many are volunteering more than 5 times each month. This Summit results in an even greater commitment to tikkun olam and tzedakah. Leaders return back to their chapters with action plans to champion social justice causes within the Jewish community and beyond."

Organizations presenting at and supporting the Summit include the American Jewish World Service, Moishe House, Whole Planet Foundation, and 21/64. The event is also generously supported by the Clinton Family Foundation, Semifreddi's, Baron Baking, Metropolis Bakery, 12 Tribes, and Kopali Chocolates. Leftover food will be donated by Feeding Forward.

About Challah for Hunger: www.challah.org

Challah for Hunger (CfH) is a nonprofit organization that involves more than 2,000 youth in the activism and advocacy for social justice, across 60 student-led, college-based chapters in 25 states and four countries. Volunteers gather to bake and sell the traditional Jewish bread, challah. Fifty percent of proceeds are donated to anti-hunger and other organizations in each chapter's community, while the other half goes to CfH's national cause to stop genocide and hunger in Darfur, Sudan. To date, CfH has raised and donated over \$400,000 to these causes.

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