

ORT America Embarks on the Jewish New Year with a New Brand

New York, NY, October 23, 2018—ORT America, the leading fundraising organization for World ORT, is launching forward into the Jewish New Year with a major rebrand. Recognized for more than a century of achievement in Jewish education and vocational training, ORT's scope of work has evolved over time, expanding to include innovative programs and quality instruction in science, technology, engineering and math (STEM), and empowering students with translatable knowledge and transferrable skills that meet the demands of the 21st-century job market.

"Through its global educational network, schools, colleges, and international programs, ORT's work is advancing to meet the changing needs of students from around the world—it is time our brand reflects that significant evolution," said ORT America CEO Jeffrey Cooper. "We are delighted to launch an innovative brand that captures the essence of our mission: Reaching underserved students by bridging the gap between aptitude and opportunity, as we work to expand knowledge, build autonomy, and strengthen Jewish identity."

ORT America recognizes that at the heart of a sustainable future lies our ability today to empower a new generation with increased access to quality education. Accordingly, its newly designed logo emphasizes interconnectivity. The symbolism of the two toned letter O conveys the concept that education connects generations before us with the generations to come; students, schools, and educators across the globe; communities near and far; and learning opportunities in the present with prosperity in the future.

ORT America's tagline—impact through education—mirrors an ongoing commitment to provide disadvantaged students from underserved communities with the tools they need to forge a brighter future. When students from underserved communities have access to high-quality education rooted in Jewish values, they are better positioned to enter the job market with marketable skills, become leaders in their own right, and invest back into their communities.

"We are driven by our passion for *tikkun olam* (repairing the world) as we lift each other up and elevate those around us to expand opportunity and build a brighter future. As an organization, we are only one-half of the equation. The support of our donors and partners makes our work possible," said ORT America National President Larry Kadis. "Together we are breaking ground, and breaking through. ORT's groundbreaking global network of schools and programs pave the path for the technological breakthroughs of tomorrow and the strong Jewish communities of the future."

About ORT America

ORT America is the leading fundraising organization for World ORT, whose global educational network, schools, colleges, and international programs propel more than 300,000 students in 37 countries to develop careers and lead fulfilling, independent lives. With generous support from our donors, ORT's schools and programs reach underserved students by bridging the gap between aptitude and opportunity, as we work to expand knowledge, build autonomy, and strengthen Jewish identity. ORT America is headquartered in New York, with regional offices in California, Florida, Georgia, Illinois, Michigan, and Ohio. For more information, please visit www.ortamerica.org.

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