

JEWISH FEDERATION OF DELAWARE RECEIVES TWO 2021 HERMES CREATIVE AWARDS

For Immediate Release:

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April 22, 2021, Wilmington, DE – The Jewish Federation of Delaware has received two awards recognizing creativity and marketing excellence from the **2021 Hermes Creative Awards** (HermesAwards.com), an international awards competition recognizing outstanding work while promoting the philanthropic nature of marketing and communications professionals.

Federation received **Platinum Award** recognition in the following category:

Electronic Media/Original Music for its song ***Stronger TOGETHER***

Federation received **Gold Award** recognition in the following category:

Integrated Marketing Campaign for ***We Grow Stronger TOGETHER***

The song, *Stronger TOGETHER*, was created by LA-based indie/folk trio Distant Cousins in collaboration with Jewish teens from Delaware and Arad, Israel. The project entitled, *Cousins in the Classroom*, is a virtual songwriting/community building initiative that connected teens from Delaware and Arad, our sister city in Israel, to create a sense of unity during these unprecedented times. Participants met virtually to craft lyrics for an original song that was professionally edited and produced by Distant Cousins. You can watch the inspirational video at: <https://www.youtube.com/watch?v=JbKEPuoGy6Q>.

“The *Stronger TOGETHER* songwriting project connected our teens from Delaware and Arad in a unique way,” stated Federation’s President and CEO, Seth J. Katzen. “Our collaboration with Distant Cousins provided a ray of hope and source of inspiration during these challenging times.”

Hermes Creative Awards is administered and judged by the Association of Marketing and Communication Professionals (amcp.org). AMCP oversees awards and recognition programs, provides judges and rewards outstanding achievement and service to the profession.

About Jewish Federation of Delaware

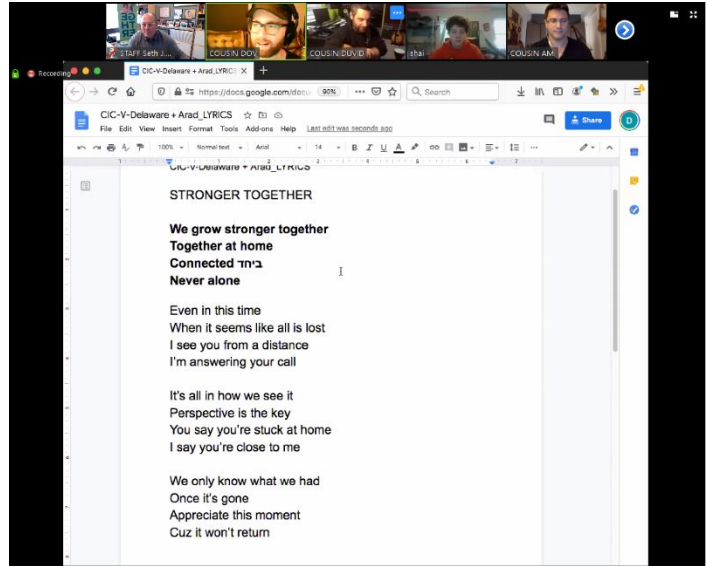
Jewish Federation of Delaware supports programs that feed, clothe, shelter, counsel and rescue thousands of people in Delaware and the Brandywine Valley, in Israel and around the world. We provide opportunities to educate, inspire and celebrate a vibrant Jewish life. For more information, please visit our award-winning website: ShalomDelaware.org.

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We Grow Stronger TOGETHER

PLATINUM AWARD
STRONGER TOGETHER
ELECTRONIC MEDIA/ORIGINAL MUSIC



GOLD AWARD
WE GROW STRONGER TOGETHER
INTEGRATED MARKETING CAMPAIGN

