

## JEWISH FEDERATION OF DELAWARE HONORED WITH SILVER IN 2025 LIT ADVERTISING AWARDS

### For Immediate Release:

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June 26, 2025, Wilmington, DE – Jewish Federation of Delaware was named a winner in the 2025 LIT Advertising Awards. Federation received a **Silver Award** in the **Outdoor Advertising/Campaign** for its “**I Believe in the Good,**” campaign.

The LIT Advertising Awards honors creative excellence across the global digital media, design and advertising industries, celebrating the rebels, the rule-breakers, and the visionary campaigns that stop people in their tracks. From jaw-dropping ads to dazzling digital campaigns, social media stardom, and everything in between, the LIT Awards gives you a front-row seat to the most inspiring work out there. It's the ultimate showcase for ads that spark conversations, inspire change, and make audiences go, "Wow!"

“The **I Believe in the Good** campaign uses real donors who share their story and why they support the Federation with their time, talent, and treasure,” stated Seth J. Katzen, President & CEO of the Jewish Federation of Delaware. “The campaign displays a broad diversity of supporters including age, gender, and professions.”

Online elements of the campaign include website, social media, and email tactics. Traditional media includes full-page print ads in its award-winning monthly magazine, *Jewish Living Delaware*, collateral including letterhead, board manual, development plan, and an outdoor PSA campaign.

### About Jewish Federation of Delaware

For more than 90 years, Jewish Federation of Delaware **Protects, Preserves, Promotes, and Enhances Jewish life**. We support programs that feed, clothe, shelter, counsel, and rescue thousands of people here in Delaware and the Brandywine Valley, in Israel and around the world. We provide opportunities that educate, inspire, and celebrate a vibrant Jewish life. For more information, please visit [ShalomDelaware.org](http://ShalomDelaware.org).

### About LIT Advertising Awards

The LIT Advertising Awards is a creative awards platform that honors the power to inspire hearts through the most impactful digital excellence and buzz-worthy campaigns. This international advertising award is a celebration of ideas, fresh perspectives, and the kind of creativity that makes people pause and admire. Learn more at [LITadvertisingawards.com](http://LITadvertisingawards.com).

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**We Grow Stronger TOGETHER As One**



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