

New App Brings Holy Land Stories to Millions of Israel Supporters Worldwide

A new streaming app is bringing stories from the Holy Land to millions of Israel supporters worldwide via their smartphones, tablets and TVs. Available on iOS, Android and Roku, the app is updated daily with news stories, devotionals, articles and shows produced by The International Fellowship of Christians and Jews—also known as The Fellowship.

The app will reach The Fellowship's 1.6 million donors, located in 78 percent of U.S. ZIP codes, and millions more of Israel supporters across the world with content designed to promote better understanding between Christians and Jews.

App users will be able to:

- Explore Israel's biblical, historical and contemporary life, culture and faith
- Discover the Jewish roots of Christianity
- Be equipped to fight anti-Semitism, religious persecution and the BDS (Boycott, Divestment and Sanctions) movement against Israel.

All of the apps, shows, articles and devotionals are available free.

Users may share content and connect with one another through their Facebook and Twitter social media accounts. There are also opportunities for users to financially support others in need as they view compelling stories of the 1.5 million people in need worldwide whom The Fellowship helps each year through its humanitarian programs for Holocaust survivors, orphans and children and victims of war and terror.

is powered by *ViewLift*, a leading digital content distribution and monetization platform. is an “OTT” (over-the-top) app that delivers video, audio and written content via the internet to smartphones, tablets and smart TVs without requiring users to subscribe to traditional cable or satellite pay TV services.

“Many of our supporters are savvy in social media, and we recognize that media habits are rapidly shifting,” said Rabbi Yechiel Eckstein, The Fellowship’s founder and president. “So we are thrilled to launch , amplifying our message of love for Israel and the Jewish people in new and exciting ways.”

Since its founding in 1983, The Fellowship has been quick to embrace emerging media and technologies, reaching a potential 90 million monthly visitors spanning multiple continents through TV, radio, web, email, direct mail and social media. {eoa}

The International Fellowship of Christians and Jews (*The Fellowship*) was founded in 1983 to promote better understanding and cooperation between Christians and Jews, and build broad support for Israel. Today it is one of the leading forces helping Israel and Jews in need worldwide—and is the largest channel of Christian support for Israel. Led by its founder and president, Rabbi Yechiel Eckstein, The Fellowship now raises more than \$140 million per year, mostly from Christians, to assist Israel and the Jewish people. Since its founding, The Fellowship has raised more than \$1.4 billion for this work. The organization has offices in Jerusalem, Chicago, Toronto and Seoul.