

Run for Zion: Blessing Israel With Every Step

Run for Zion is the first program to engage Christians in participating in all elements of the Jerusalem marathon: the full and half marathon or the 5 and 10K run/walk. Run for Zion integrates several aspects, giving participants the opportunity to tour, interact with and bless Israel through a crowd-funding program: the proceeds of which support several charities in Israel, which benefit Israelis of all backgrounds.

Because of the pandemic making international travel challenging, Run for Zion has launched the Jerusalem Virtual Experience, enabling runners and walkers to participate from wherever they are but to connect to Jerusalem in special ways that is the next best thing to being there. The Run for Zion Jerusalem Virtual Experience connects all participants and donors to programs in Jerusalem as well as receiving Run for Zion swag including hats, shirts, medals and more.

Jerusalem Deputy Mayor Fleur Hassan-Nahoum lauded the “accessible way for people who can’t make it in person to connect with this special event and Jerusalem,” adding that now everyone “can be part of the experience, an important way to connect with and do something good for Zion.”

The Run for Zion Jerusalem Virtual Experience is open to individuals and ministry partners from around the world. For ministries, there’s a unique affiliate partner program sharing the blessings as a win-win for all involved. All participants will benefit not just from the special “swag” that’s being offered but a variety of gifts, unique programs and virtual tours from Jerusalem, subsidies and even the chance to win a free trip to Jerusalem.

The crowd-funding model underscores the biblical imperative of God’s promise that He will bless those who bless Israel. It provides a missions trip component, offering a meaningful, hands-on way to connect with the people and not just see the sites.

Pastor Ray Hardee of the Pointe Church in Belmont, North Carolina participated in Run for Zion in 2019 and is the

current RFZ recordholder. For him, it was “a highlight of my life. I gained renewed appreciation for God’s plan through His people.” He encouraged everyone to join in person as soon as possible. But until then, he enthusiastically supports the Run for Zion Jerusalem Virtual Experience as an opportunity to sow into God’s people in a meaningful way, “the next best thing to being there.”

Run for Zion has been blessed by extensive media coverage, including in major secular media such as Fox News, and the Jerusalem Post, as well as many major Christian media outlets including Daystar, CBN, God TV, Charisma, LIFE Today and many other local and regional radio and TV broadcasts. (For a full list, please visit the Run for Zion media page.)

There will be a live launch of the virtual experience on October 29. For information about how you and your ministry can tune in, join and partner with and promote Run for Zion, please contact Jonathan@, or visit or on Facebook, Twitter and Instagram. {eo}

Jonathan Feldstein *was born and educated in the U.S. and immigrated to Israel in 2004. He is married and the father of six. Throughout his life and career, he has been blessed by the calling to fellowship with Christian supporters of Israel and shares experiences of living as an Orthodox Jew in Israel. He is president of the Genesis 123 Foundation, which builds bridges between Jews and Christians and writes regularly for a variety of prominent Christian and conservative websites. Inspiration from Zion is the popular webinar series and podcast that he hosts. He can be reached at InspirationfromZion@.*

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