

From: **TCG Press** <[press@tcommsglobal.com](mailto:press@tcommsglobal.com)>

Date: Wed, Jan 7, 2026 at 6:56 PM

Subject: TOMORROW: Consulate General of Israel to Host Resilience Planting Ceremony at Rebuilt Bnei Simcha School in Pasadena

To:

For Planning Purposes Only:

Good afternoon,

I wanted to flag an event happening **tomorrow morning**: the Consulate General of Israel in Los Angeles in partnership with the Jewish Federation of San Gabriel and Pomona Valleys will join the students and faculty of Bnei Simcha School for a moving planting ceremony to mark the school's rebirth following the devastating recent wildfires. Please note that details are under embargo until January 8.

- WHAT: Resilience Planting Ceremony (Olive Trees & Cherry Tomatoes)
- WHEN: Thursday, January 8, 2026, at 11:00 a.m.
- WHERE: Bnei Simcha School, Pasadena, CA
- WHO: Representatives from the Consulate of Israel, Bnei Simcha Faculty and Students, Local Church Leadership, and Local Firefighters.

**If you are interested in attending or conducting interviews with attendees, please respond to this email or use the media contact below:**

Media contact: Janete Weinstein, Director of Media Affairs

Email: [media@la.mfa.org.il](mailto:media@la.mfa.org.il)

Phone: 310.633.4690

See attached press release for additional details. Thank you!

This material is distributed by TCG, an agent of LAPAM. More information available at the Department of Justice.

CONSULATE GENERAL OF ISRAEL LOS  
ANGELES



הקונסוליה הכללית של ישראל  
לוס אנג'לס

**NOT FOR IMMEDIATE RELEASE**  
**EMBARGO UNTIL** January 8, 2026

## **Sowing Seeds of Hope: Consulate General of Israel to Host Resilience Planting Ceremony at Rebuilt Bnei Simcha School in Pasadena**

**PASADENA, CA** — On **Thursday, January 8, at 11:00 a.m.**, the Consulate General of Israel in Los Angeles in partnership with the Jewish Federation of San Gabriel and Pomona Valleys will join the students and faculty of **Bnei Simcha School** for a moving planting ceremony to mark the school's rebirth following the devastating recent wildfires.

"This year, we continue to support the communities impacted by the wildfires," added Israel Bachar, Consul General of Israel to the Pacific Southwest. "By planting trees that prosper both in Israel and California, we hope to see rehabilitation and growth continue."

As a symbol of resilience and renewal, the Consulate and the State of Israel will dedicate and plant **olive trees and cherry tomatoes** on the newly rebuilt campus. The event marks a homecoming for the school community, which was graciously hosted by a local church while their facilities were being restored.

The ceremony will honor the spirit of "neighbor helping neighbor," bringing together the school community, **local church leaders**, and the **firefighters** who fought to protect the area during the fires.

"Planting these trees is a powerful symbol of our shared commitment to recovery and growth," said Yael Eini, Consul for Public Diplomacy. "Just as the olive tree is known for its ability to endure and thrive, the Bnei Simcha community has shown incredible strength. We are honored to stand with our neighbors in Pasadena as they grow roots once again in this rebuilt sanctuary."

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## A Continued Commitment to Fire Recovery

This initiative continues the Consulate's dedicated efforts to support Southern California communities impacted by the wildfires. Previous support includes:

- **Technology Exchange:** Two official Israeli delegations focused on emergency response and fire prevention technologies.
- **Community Outreach:** Active participation in the Altadena community resources fair.
- **Direct Aid:** The delivery of kosher meals to families displaced or affected by the blazes.

## Event Details

- **WHAT:** Resilience Planting Ceremony (Olive Trees & Cherry Tomatoes)
- **WHEN:** Thursday, January 8, 2026, at 11:00 a.m.
- **WHERE:** Bnei Simcha School, Pasadena, CA
- **WHO:** Representatives from the Consulate of Israel, Bnei Simcha Faculty and Students, Local Church Leadership, and Local Firefighters.

## Media RSVP

Members of the media are invited to attend and cover the ceremony. Please RSVP to ensure access and coordinate interviews.

**Media contact:** Janete Weinstein, Director of Media Affairs

**Email:** [media@la.mfa.org.il](mailto:media@la.mfa.org.il)

**Phone:** 310.633.4690

## About the Consulate General of Israel in Los Angeles

The Consulate General of Israel serves as the diplomatic bridge between the State of Israel and the Southwest United States. Through cultural exchange, technological partnership, and humanitarian outreach, the Consulate works to strengthen the profound bond between the people of Israel and the diverse communities of Greater Los Angeles.

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