

## United Jewish Federation of Utah Presents Agel with the Building Bridges Award at AgelWorld 2007

October 18, 2007

Agel received the “Building Bridges Award” from the United Jewish Federation of Utah on Friday, Oct. 12 during the AgelWorld general session.

The award recognized Agel for its business efforts in Israel and its humanitarian contribution of \$5,000 to increase educational opportunities and support for children in Israel. Erik Ludwig, executive director of the Federation, presented Agel with the award at the AgelWorld 2007 convention held at the Salt Palace Convention Center in Salt Lake City.

“The Jewish community here in Utah appreciates that a Utah company is investing in Israel and supports the people of Israel,” said Ludwig. “We express thanks to our friends at Agel who have bridged Israel to the communities of Utah, bringing over 600 of our Israeli friends and perhaps even a few family members from Israel to Utah for the AgelWorld 2007 convention.”

Agel has been operating in Israel for two years, since the company’s launch in May 2005. In just a few months Agel became the largest network marketing company in Israel, and is now the company’s largest international market.

“Since day one our products were Kosher-certified for our Jewish friends and Halal-certified for our Muslim friends because we wanted Agel to be a global company that bridges all races, religions and cultures,” said Glen Jensen, CEO and co-founder of Agel. “This award represents who we are as a company and that coming together as a family is the culture of Agel.”

Agel estimated 3,500 people from more than 40 countries, including Indonesia, Malaysia, Australia, countries throughout the European Union, Mexico and Japan attended the two-day

convention.

Roughly 600 Israelis, including 100 Orthodox Jews, traveled to Salt Lake City to attend the conference, marking one of the largest gatherings of Israelis ever in the state of Utah. According to Ludwig, there are approximately 5,000 residents in Utah who are Jewish.

Agel conducted a special AgelWorld General Session on Sunday, Oct. 14 for Israelis who could not attend the sessions on Saturday due to religious practices.

### **About the United Jewish Federation of Utah**

For more than 50 years, United Jewish Federation of Utah (a 501c3 non-profit organization) has served as the community's coordinating body for fundraising, planning and community services. The Federation helps sustain and improve the lives of people in Utah, Israel and around the world by reducing Jewish poverty and hunger, rescuing and resettling new immigrants and spurring Jewish renaissance worldwide. The Utah Federation is part of a network of partnering organizations that builds and strengthens Jewish communities throughout the world. For more information on the United Jewish Federation of Utah call (801) 581-0102, or visit [www.ujfslc.org](http://www.ujfslc.org).

Unsubscribe at [unsubscribe@agel.com](mailto:unsubscribe@agel.com).