A devoted Zionist and generous philanthropist, Joey Low is improving Israel’s image around the world. His dedication to strengthening students’ commitment to Judaism and Israel has led him to become an enthusiastic friend of the Interdisciplinary Center Herzliya.

Born and raised in New York, Joey Low developed an appreciation for Judaism as a student at the Ramaz School. He demonstrated his dedication to Israel by serving as a volunteer during the Yom Kippur War. He then returned to the United States, where he and his wife Carol became active in the Jewish community.

When the Israel Defense Forces responded to a spate of horrific terror attacks with Operation Defensive Shield, it was met with almost universal condemnation. Frustrated by the disparity between the images of Israel he saw in the media and the vibrant country that he knows, Joey Low took action to change this in 2002, establishing the “Israel at Heart” organization to make the case for Israel. Motivated by a belief that face-to-face encounters with young, articulate Israelis who are IDF veterans would allow the public to form more accurate impressions of Israel, the organization has sent over 400 Israeli students to speak to their peers around the world. The organization has introduced contemporary Israeli culture to young Americans, arranging for athletes and musicians to perform in the United States. “Israel at Heart” has demonstrated the diversity of Israeli society by including Ethiopian-Israelis in many delegations and sending a delegation of Ethiopian-Israeli lawyers and law students to visit American law schools and universities. IDC Herzliya is honored that a significant number of its students have been included in “Israel at Heart” delegations.

Joey Low has expressed his concern for the next generation of Jewish and Israeli leaders by serving on the Board of Directors of the American Friends of IDC Herzliya and the International Board of Governors of Hillel. He generously established the “Israel at Heart” Fellows program at IDC Herzliya to provide scholarships to promising Ethiopian-Israeli students. His uncompromising commitment to Ethiopian-Israeli students has had a major impact on many organizations, bringing to the forefront the need to raise a generation of Ethiopian-Israeli leaders.

In recognition of his outstanding contribution to Israeli public diplomacy, the future of the State of Israel and the Jewish People, and the Interdisciplinary Center Herzliya, Joey Low is hereby named an Honorary Fellow of the Interdisciplinary Center Herzliya.

Prof. Amnon Rubinstein
President
Herzliya, Israel
May 24, 2006