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FREE

MJCCA hosts the 2019 JCC Maccabi Games

Atlanta is the host city for the 2019 JCC Maccabi Games, July 28-August 2. The Marcus Jewish Community Center of Atlanta (MJCCA) is hosting the Games, which will call Atlanta home for just the second time in the competition's history, with more than 1,600 participants, ages 12-16, competing in 14 sports.

"Atlanta is the place to be when it comes to marquee sporting events sure to cement lifelong memories — including the 2018 Major League Soccer All-Star Game, the 2019 Super Bowl, and the 2020 NCAA Men's Basketball Final Four," says MJCCA CEO Jared Powers. "Adding to that list of sporting spectacles, in July, the 2019 JCC Maccabi Games will return to Atlanta for the first time since 2001."

What are the JCC Maccabi Games?

The JCC Maccabi Games is an Olympic-style sporting competition that brings teen athletes from around the globe to compete in sporting events, to perform community service, and, above all, to have an amazing time meeting new people and forming bonds that will last a lifetime.

Started in 1982, The JCC Maccabi Games has grown exponentially over the years, and this year is no different. Team Atlanta is now one of the largest ever delegations in Maccabi history. More than 1,000 visiting athletes from over 35 visiting delegations will be joining the almost 600 Team Atlanta athletes to compete in a week of tournaments. All athletes, coaches, and delegation heads in attendance are proud to have earned the privilege of representing their community at The Games.

Hosted by the MJCCA, the 2019 JCC Maccabi Games will include a full range of events, including Olympic-style opening ceremonies and a community service day. These events each aim to bring the Atlanta Jewish community together for a week of spirit, friendship, and celebration.

"This summer, the JCC Maccabi Games will require the helping hands of nearly 1,500 volunteers," explains MJCCA Maccabi Games Director Stacie Francombe. "Whether you have a few hours or a few days to help, there are opportunities that match your interests — everything from arrivals and departures to athletics and hydration, from medical and hospitality to food service, and so much more. We hope you'll join us by becoming a part of this exciting community event. Can't make it to the MJCCA? We are utilizing venues all over Atlanta and need volunteers at every location."

Interested in volunteering? All volunteers must be 18 or older as of July 28 for daytime shifts and 21 or older to volunteer for evening events. Go to atlmaccabi2019.org to register as a volunteer.

OPENING CEREMONIES

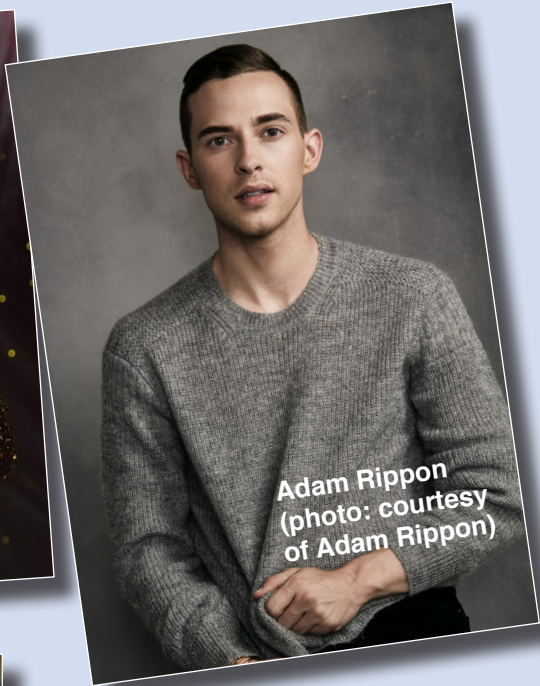
Opening Ceremonies of the 2019 JCC Maccabi Games will take place on July 28, at Ameris Bank Amphitheatre, 2200 Encore Pkwy, Alpharetta, and will include entertainment, a parade of athletes, a Munich 11 memorial tribute, and more. Come cheer on Team Atlanta and the 35 visiting delegations for a night of fun and



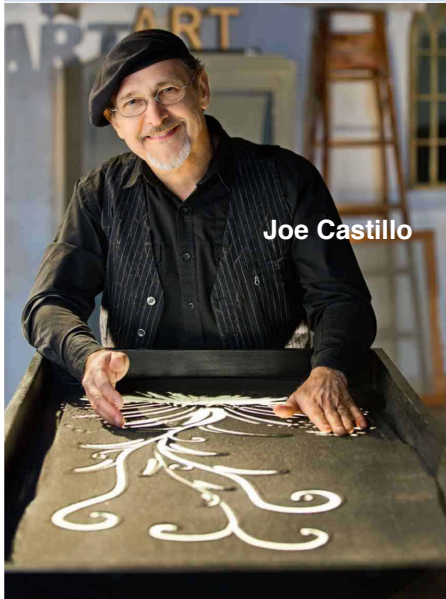
(photos: Bud Stengel / Score Photo Inc.)



Angelica Hale
(photo: courtesy of
Angelica Hale)



Adam Rippon
(photo: courtesy
of Adam Rippon)



Joe Castillo

entertainment. The athlete drop-off is 5:45 p.m. Doors open at 6:00 p.m., and the Parade of Athletes starts at 7:00 p.m.

Highlights include Angelica Hale, “America’s Got Talent 2017” finalist and recording artist; Adam Rippon, 2017 Olympic bronze medalist in ice skating, LGBTQ activist, and judge on “Dancing with the Stars Junior”; Joe Castillo, sand artist, seen on “America’s Got Talent 2012”; and a choreographed show by Atlanta Drumline Academy, which has appeared on Steve Harvey’s “Little Big Shots.”

Reserve tickets at atlmaccabi2019.org/opening-ceremonies-ticket-reservation and pick up at the MJCCA’s Maccabi Central or at Ameris Bank Amphitheatre will-call on July 28.

“We invite the community to come out to Opening Ceremonies and be a part of one of the largest gatherings in the history of Jewish Atlanta,” said MJCCA Maccabi Games Co-Chair Amy Rubin.

JCC CARES

Since 1982, the JCC Maccabi Games has always been more than an athletic competition. An important component of the Games, JCC Cares, provides an opportunity for teens to embrace their experiences at the Games by taking time out of their competition schedule to participate in a community service project.

The basic American concept of community service is closely tied to the basic Jewish value of *tikkun olam*, which urges us to make a difference in the lives of others who may be less fortunate than ourselves. All athletes, coaches, and chaperones will participate in JCC Cares as part of their Maccabi experience. Also, to make an even greater impact and connection, each participant has been asked to bring supplies or goods that will benefit the local community.

The 2019 Atlanta JCC Cares initiative has three components:

- **Disabled Athlete Exhibition.** During the 2019 JCC Maccabi Games, MJCCA will partner with the Israel Sports Center for the Disabled (ISCD), one of the world pioneers in the field of sport rehabilitation; as well as the Shepherd Center, a local nonprofit hospital devoted to medical treatment, research, and rehabilitation for people with neuromuscular problems, such as spinal cord injury and disease, acquired brain injury, and multiple sclerosis. These two organizations will provide a disabled athlete exhibition for the Maccabi teen athletes. The goal of this initiative is for Maccabi athletes to see all people for their abilities and not just their disabilities.
- **From Art Project to Art Therapy.** The Maccabi athletes will also participate in an art project led by two local professional artists in order to learn how art therapy is used to help rehabilitate people with physical injuries. The athletes will walk on paint-covered bubble wrap, splattering the paint onto two canvases. The artists will then transform the canvases into two art works that will be revealed at the closing party. They will then be permanently displayed at the ISCD and Shepherd Center.
- **Community Service.** In order to reinforce the Jewish value of giving charity (*tzedakah*), the Maccabi athletes have been asked to contribute an item requested by the Shepherd Center and placed on an Amazon registry. Whether shirts or hats, a movie



DVD, or rehabilitation supplies, these items will be used to directly benefit patients staying at the Shepherd Center. Throughout the Games, the Maccabi athletes will help package these items, which will be delivered to the Shepherd Center after the Games conclude.

STAR REPORTERS

Star Reporters, coached by VOX ATL, will document the Games in real time, developing new skills and being mentored in photography, videography, and interviewing, as well as as blogging and other forms of social media. Star Reporter coaches, provided by Team Atlanta, will be experienced professionals in the fields of journalism, photography, videography, social media, and marketing.

Maccabi Star Reporter
(photo: VOX ATL)



GAMING AND ESPORTS

The 2019 Atlanta Maccabi Games will be the first JCC Maccabi Games to offer gaming and eSports for athletes. Gaming is a growing part of youth culture, with many high schools, Division I colleges, and professional sports leagues offering varsity letters, scholarships, and professional careers in eSports. There will be open play and structured tournaments during the games. The MJCCA is partnering with Lost Tribe, a pioneer in eSports for Jewish youth engagement, to offer this new experience for 2019 participants.

INCLUSION OPPORTUNITIES

The 2019 Atlanta Maccabi Games will be inclusive. Athletes with developmental, physical, and/or neurological differences who may require support have the opportunity to participate in various Maccabi programs. Accommodations and funded support will be determined on an individual basis.

HOST A VISITING ATHLETE

During the week of The Games, athletes will be fully immersed in the Atlanta Jewish Community, with more than 500 generous host families housing visitors. These hosts are surrogate parents to these athletes for a week. They will feed and take care of every visiting athlete that will come to Atlanta. It is through the generosity of the community that the MJCCA can host all these athletes and make sure they are comfortable and cared for. Each host family will be asked to host at least two athletes. The requirements are simple: each athlete must have a bed or air mattress to sleep on and a seatbelt in the car. All host families must be 21 or older to volunteer; registration is required. Visit <https://atlmaccabi2019.org/signup/> to register as a host family.

“What I am most looking forward to is introducing the Jewish teens in our community to the international Maccabi Movement, which presents athletic, cultural, and social opportunities with Jews from around the world,” said MJCCA Maccabi Games co-chair Libby Hertz.

“There truly is a way for everyone to share in the excitement and get involved in the 2019 JCC Maccabi Games,” said Francombe. “Opportunities are now available for every member of the community — from athletes and coaches, to volunteers, sponsors, and host families.”

For more information about the 2019 JCC Maccabi Games, visit atlmaccabi2019.org.