

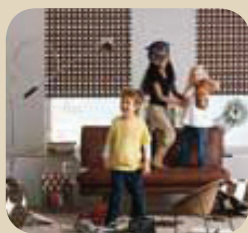
Choose from a wide variety of curtains and blinds
in the comfort of your own home

Get
10% off
with this ad



- Curtains and draperies
- Vertical shades
- Roller shades
- Venetian blinds
- Woven wood blinds
- Blackout shades
- Roman shades
- Pleated shades
- Designer curtains

Made and
installed
to order



www.amazingdrapes.co.il
Call 4 free advice
Joe Stepsky **052-5988889**

TOURISM



Seeing Jerusalem

through the eyes of its visitors

• By DEBBIE KANDEL

I was fortunate enough to attend the Travel Blogger Exchange (TBEX) International conference in Jerusalem last week, which is pretty much a conference for professional travelers.

Many of the 400 attendees manage to make a living out of writing about their travels. The sessions I attended included tips on how to monetize your blog, appeal to sponsors and improve your content to generate more followers.

My personal highlight of the conference – which was organized in partnership with the Jerusalem Conventions and Visitors Bureau, under the direction of the Jerusalem Development Authority – was meeting interesting people from all over the world and hearing their thoughts on Jerusalem. Some had been before, but for many it was their first time and as well as taking part in the tours and events that the conference organizers had arranged for them, they were taking time to explore Israel themselves.

As a food writer, I was of course curious to hear their impressions of Israeli cuisine, and their responses did not disappoint.

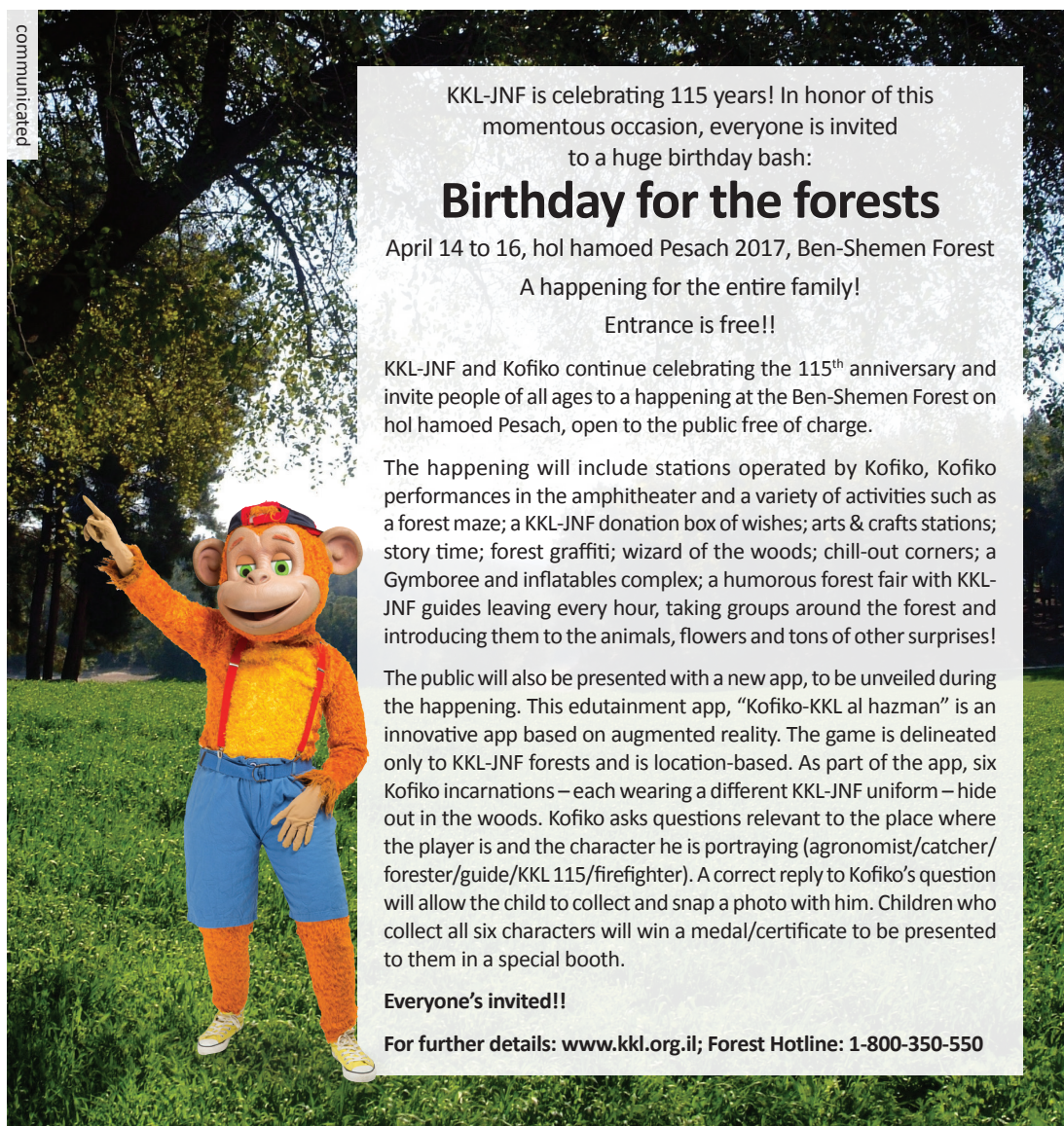
Rachel Heller of Rachel's Ruminations, an American living in the Netherlands, said, "I loved the Tower of David Spectacular with its amazing artwork and beautiful music. As for food, I loved the ice-cream cookie sandwich at Cookie Cream on Ha'eshkol Street. And the hummus pretty much everywhere is delicious!"

Christy Prosser from Manchester, New Hampshire, is a photo-journalist at One Focus One World. She said "the best food experience has been walking through Mahaneh Yehuda Market and experiencing all the varieties of foods and sweets. Pizzeria Flora was a great small restaurant with a lot of conversations and a perfect pizza," she said, which is high praise coming from an American.

Amy Trumpeter, a British blogger at templeseeker.com, spoke about her first impressions of Israel: "I absolutely love the people, the cultural diversity, the food with all the falafel and the hummus. I loved halva, which I had never tried before. We keep going to the bakeries and getting the cheese pastries."

Her fellow Brit Sharon Cracknell commented that the exchange rate is much weaker for British travelers, and therefore

communicated



KKL-JNF is celebrating 115 years! In honor of this momentous occasion, everyone is invited to a huge birthday bash:

Birthday for the forests

April 14 to 16, hol hamoed Pesach 2017, Ben-Shemen Forest

A happening for the entire family!

Entrance is free!!

KKL-JNF and Kofiko continue celebrating the 115th anniversary and invite people of all ages to a happening at the Ben-Shemen Forest on hol hamoed Pesach, open to the public free of charge.

The happening will include stations operated by Kofiko, Kofiko performances in the amphitheater and a variety of activities such as a forest maze; a KKL-JNF donation box of wishes; arts & crafts stations; story time; forest graffiti; wizard of the woods; chill-out corners; a Gymboree and inflatables complex; a humorous forest fair with KKL-JNF guides leaving every hour, taking groups around the forest and introducing them to the animals, flowers and tons of other surprises!

The public will also be presented with a new app, to be unveiled during the happening. This edutainment app, "Kofiko-KKL al hazman" is an innovative app based on augmented reality. The game is delineated only to KKL-JNF forests and is location-based. As part of the app, six Kofiko incarnations – each wearing a different KKL-JNF uniform – hide out in the woods. Kofiko asks questions relevant to the place where the player is and the character he is portraying (agronomist/catcher/forester/guide/KKL 115/firefighter). A correct reply to Kofiko's question will allow the child to collect and snap a photo with him. Children who collect all six characters will win a medal/certificate to be presented to them in a special booth.

Everyone's invited!!

For further details: www.kkl.org.il; Forest Hotline: 1-800-350-550



TBEX participants take a group selfie as visiting American actor Corin Nemec (left) and Israeli actor Ishai Golan do the same, at the conference opening party at Cinema City. (Noam Moskowitz)

the cheapest food seems to be falafel. “My favorite was from a little kiosk in Tel Aviv near the crossroads of Dizengoff and Nordau.”

I ate lunch during the conference with Melissa and Arnold from the Philippine Tourism Board, who were both in Israel for the first time. Arnold commented that “All the food I have had on this trip, I have not tried before and it has all been delicious. I love all the different salads, herbs and the fresh fruits. I especially love the way the food is cooked and just love the bread here.”

Melissa said, “I had knafeh in Jericho, which was very delicious. In the Old City we had a huge drink of fresh pomegranate, grapefruit and orange juice, which we do not have in the Philippines.” Arnold and Melissa asked my advice on which spices they should take back home with them, so I sent them in the direction of Pereg in Mahaneh Yehuda and told them to buy sumac, za’atar and some rice spice mixes.

Salonee Sanghvi Doshi from India writes a vegetarian travel blog, Foodalong. “I’m Hindu and I wasn’t sure what to expect from a place like Jerusalem that is such an important place for some of the major religions in the world. I was amazed at the vibrations from the city and it was fun getting lost in the Old City. I am vegetarian and I loved walking through Mahaneh Yehuda Market with all the open stalls hawking a variety of food by day and then transforming into a vibrant night scene with bars and music.”

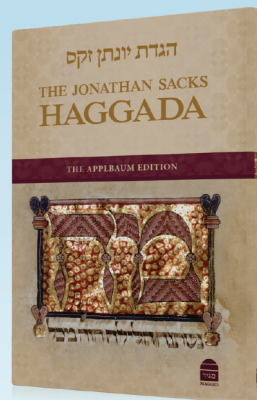
Soumya Nambiar, another Indian blogger at Travel, Books and Food, said, “The best part of my trip to Jerusalem was the Tower of David night spectacular show. It was just amazing to see so many years of history through a light show and the setting was just perfect. I am a vegetarian and I am loving exploring the vegan food scene here in Jerusalem.”

Joanna Shebson, originally from Los Angeles, now lives in Jerusalem and runs the family-oriented tourism website Fun in Jerusalem. She took part in one of the panels and commented, “As a local blogger I feel like an ambassador for the city of Jerusalem and Israel. It has been such an honor to host bloggers from around the world and to be a part of TBEX.”

I could not agree more with Shebson’s sentiment and my favorite interactions with the TBEX attendees was when they asked me where they should eat in the market and what food they should take home with them.

HAGGADOT FOR EVERYONE

from Koren Publishers & Maggid Books



THE JONATHAN SACKS HAGGADA

One of today’s most respected religious leaders, Rabbi Sacks shares his deeply profound commentary on the Koren Haggada. Includes a beautiful introduction to seder night, Haggada text, commentary, and a collection of illuminating essays on the foundational themes and motifs of the Festival of Freedom. Rabbi Sacks’ style is engaging, intelligent, and at times, daring in its innovation.



PASSOVER HAGGADA

Rabbi Adin Steinsaltz

The prolific Rav Steinsaltz applies his broad worldview and insights to explain the texts and rituals of the seder night, their background and inner meaning. Includes historical explanations, commentary on the Haggada text, practical halakhot and more.



SEDER TALK: THE CONVERSATIONAL HAGGADA

Erica Brown

Award-winning author and educator Dr. Erica Brown offers a practical, inspiring guide to seder night for the whole family. Designed to share ideas and spur conversation with your guests, this haggada includes thought-provoking questions, fascinating commentary, and eight short essays for each night of the holiday.



THE KOREN ILLUSTRATED HAGGADA

The Haggada presents the traditional Hebrew text in clear Koren Siddur Font with illustrations from the 13th century Erna Michael Haggada, now in the collection of the Israel Museum.



KOREN PUBLISHERS JERUSALEM
www.korenpub.com

Available online and at your
local Jewish bookstore

STEIMATZKY