



## NEWS RELEASE

### FOR IMMEDIATE RELEASE

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## Oshman Family JCC and JCC Maccabi Sports Camp Announce Intent to Merge Merger Will Offer New and Expanded Programming to Community

**Palo Alto, CA—October 18, 2019—**The JCC Maccabi Sports Camp based in San Francisco and Oshman Family JCC based in Palo Alto, CA today announced their intent to merge into a single organization. The OFJCC serves over 25,000 visitors per week and 11,000 members at the Taube Koret Campus for Jewish Life. The JCC Maccabi Sports Camp is the first West Coast overnight Jewish camp with a focus on sports and Jewish values.

“Together, the two organizations are looking to transform how kids learn about sports, Jewish values and themselves,” says Zack Bodner, CEO of the Oshman Family JCC. “The merger brings together two extraordinary teams who are excited about the possibilities for deeply meaningful year-round youth sports programming.”

“We can do more together than we ever could separately,” notes Josh Steinharter, JCC Maccabi Sports Camp founder and Executive Director.

The Oshman Family JCC offers programming in sports and wellness, arts and culture, a summer camp, preschool, kids’ afterschool and family activities and Jewish learning. The JCC Maccabi Sports Camp is a residential camp for youth grades 3 to 11 that is located at Menlo College during the summer. The camp gives children the opportunity to build strong character and Jewish community through sports including baseball, basketball, soccer, tennis and volleyball. Offices are located in San Francisco during other times of the year.

“The mission alignment is so clear,” says Sally Flinchbaugh, Chief Operating Officer of the Oshman Family JCC. “An important aspect of our mission is to provide new expressions of Jewish identity,” noting that the JCC Maccabi Sports Camp allows kids with an interest in sports to strengthen their Jewish identity and athleticism under the guidance of knowledgeable mentors and coaches. “What they’re doing is amazing work,” Flinchbaugh enthuses. “We are excited about this opportunity to make residential camp part of what we offer our community.”

The combined organization will be able to offer new programs in the summer and year-round to the community, as well as expand camp capacity. The two organizations are also exploring the synergies that the merger will offer to their operations and marketing efforts. The residential overnight JCC Maccabi Sports camp will continue to be held at Menlo College.



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Of the intended merger, JCC Maccabi Sports Camp Executive Director Josh Steinharter explains, “It is an opportunity for camp to move forward in a new way we would not have been able to otherwise. The OFJCC is a well-established and respected organization, not only in the Bay Area, but nationally, with landmark programs. We appreciate the mindset of the leadership and its willingness to take on new and exciting adventures.” This arrangement “gives us the chance to focus on what we do best—delivering a rich camp experience that builds character and Jewish community as we harness the power and resources of the Oshman Family JCC and align with a strong, innovative and influential organization.”

An advisory committee is being established to help guide the transition and leaders of the two organizations are collaborating closely. The merger is expected to be finalized in early 2020.

### **About the Oshman Family JCC**

The Oshman Family Jewish Community Center (OFJCC) on the Taube Koret Campus for Jewish Life serves the South Peninsula through educational, social, cultural, fitness, sports and other programs. The OFJCC is a multi-generational Jewish neighborhood where all are welcome and which seeks to enrich lives, build community and inspire Jewish journeys. The OFJCC provides a common ground for Jewish institutions, other local groups, organizations and individuals to work, learn and play together for the betterment of the whole community. The OFJCC’s registered trademarks are Live Fully® and Architects of the Jewish Future®. For more information, visit [www.paloaltojcc.org](http://www.paloaltojcc.org) or call (650) 223-8700.

### **About the JCC Maccabi Sports Camp**

Founded in 2014, the JCC Maccabi Sports Camp is the first West Coast overnight Jewish camp with a focus on sports and Jewish values. JCC Maccabi Sports Camp offers programs in soccer, basketball, baseball and tennis for boys and girls entering grades 3-12. Two-week programs combine high-level specialized sports instruction with the fun, friendship and community of a traditional overnight camp. The camp is rooted in Jewish values, celebrates Shabbat and offers a unique opportunity for campers to combine their passions of sports with Judaism. For more information, visit <https://maccabisportscamp.org>.

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