



State of Israel
Ministry of Strategic Affairs

27th, December, 2012

For whom it Concerns,

Re: The Sderot Media Center – Recommendation
Referring groups for Educational Tours of the City of Sderot

The Sderot Media Center provides assorted information services to the various Israeli government offices. The Center assists in organizing briefings for foreign press groups, government officials and diplomats along with distributing material relating to the reality of life in Sderot under constant rocket attack as well as during routine periods.

We view as a matter of great importance everything connected to the educational tours in the city and take note of the positive impact these tours have on young delegations and students from overseas that experience first-hand the unique human story of Sderot and South Israel residents.

In this connection I'd like to call attention to the Sderot Media Center and its Director, Mr. Noam Bedein who is very successful in bringing to Sderot thousands of visitors from abroad annually while meticulously handling the visitors in a most thorough, professional and courteous manner as well as making themselves widely available to the many various groups in varied languages.

The tour of the city of Sderot includes meeting local residents of the area, an observation post looking out over the Gaza Strip, a visit to the Kassam Rocket Gallery at the local Police Station, enables the delegations from abroad to get a better understanding of the reality of daily life in this region while equipping them with tools that will enable them to present to the world and their countries of origin Israel's stand and its reality from an Israeli standpoint in a much more persuasive manner.

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In light of the importance of the issue and the unique and valuable contribution of the Sderot Media Center in this matter, we would be grateful if you would refer visitors and groups for organized tours through the Center.

Sincerely,

Dr. Kobi Michael
Deputy Executive Director
Ministry of Strategic Affairs

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