



From left: Jonathan Davis, Vice President for External Relations and Head of the Raphael Recanati International School, Babs Asper ז"ל, co-founder of The Asper Foundation and IDC Herzliya Honorary Fellow 2011, Prof. Uriel Reichman, President and Founder of IDC Herzliya, daughter Gail Asper, and Moe Levy, Executive Director of The Asper Foundation, at the ceremony presenting Babs Asper with her Honorary Fellowship in May 2011.

## NOCAMELS BRINGS ISRAELI INNOVATIONS TO GLOBAL AUDIENCE

The Asper Foundation dedicated the Asper Institute for New Media Diplomacy at the Sammy Ofer School in 2007. The institute is headed by Prof. **Noam Lemelshtrich**, founding Dean of the Sammy Ofer School of Communications, and journalist and lecturer **Anouk Lorie**, who together co-founded NoCamels.com in 2011. Based at the Asper Institute, NoCamels.com is also supported by the Patrick and Lina Drahi Foundation.

As a leading news website covering Israeli technological innovations for a global audience, NoCamels quickly adapted to the pandemic by shifting its workflow and internship programs entirely online. NoCamels was the first news site in Israel to launch a [dedicated coronavirus section](#), expanding its coverage and highlighting Israeli developments and solutions to the crisis. Traffic to the site doubled at the height of the pandemic.

Since 2011, [NoCamels](#) has published thousands of articles and has recorded more than 12 million visits to its website.

Headed by Editor-in-Chief **Ricky Ben-David** and Contributing Editor **Simona Shemer**, NoCamels brings talented IDC Herzliya students together with peers from partner universities around the world for an immersive journalism experience.

Over the past year, NoCamels has published hundreds of articles, highlighting [medical solutions](#), [economic consequences](#) and [social aspects](#) of the crisis, and even injecting a little humor, with one of the most widely read articles being on [coronavirus-themed Israeli humor](#). For Israel's 72nd Independence Day in April, NoCamels published a comprehensive [roundup of 72 innovative technologies](#) working to combat the virus. There was also an article on a local jeweler who designed probably the world's most expensive face mask, [a diamond-encrusted one](#) worth \$1.5 million. NoCamels has also covered Israel's vaccine efforts closely, publishing widely read articles on the awarding of a U.S. patent to one Israeli scientist's [coronavirus vaccine design](#), the work by an Israeli team to [adapt an existing poultry vaccine](#) for humans, and the [approval for Phase II clinical trials](#) of a local vaccine developed by the Israel Institute for Biological Research.

In news unrelated to the coronavirus, NoCamels published articles [profiling a designer](#) whose tongue-in-cheek creations aim to solve everyday problems in Israel, covered the [acquisition of the journey planning application Moovit](#) by the giant Intel Corporation, and reported on [breakthrough cancer research](#) by two prominent Israeli scientists. ■