FOR IMMEDIATE RELEASE

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RiseApp Launches a Digital Home for the North American Jewish Community

NEW YORK, NY- RiseApp, developed at Reichman University and supported by The Asper Foundation, is now live, offering a digital platform designed to unite and empower Jewish communities in Canada and the United States.

Grounded in Reichman University's long-standing expertise in media, public diplomacy, counterterrorism, and the study of global antisemitism, RiseApp translates years of academic knowledge into a practical tool for communities. Drawing on research conducted by leading scholars and research institutes across the university, the platform connects academic understanding with technological innovation in a way that directly serves communities. It provides individuals and organizations with trusted information, local events, and resources that help strengthen Jewish resilience at a time of rising antisemitism and widespread misinformation.

"Jewish communities today need a sense of belonging alongside access to reliable information," said Yael Hay, Executive Director of RiseApp. *"RiseApp creates a digital home where that can happen."*

Anita Wortzman, President of The Asper Foundation, added:

"Reichman University's expertise in media, public diplomacy, and the fight against antisemitism is exceptional. RiseApp applies that strength in a practical way, giving communities tools they can use every day."

The RiseApp team is now building partnerships with Jewish organizations across North America so that individuals will have a simple way to discover local events and businesses, explore curated educational content on Judaism, Israel, and current events, and engage with trusted voices. Organizations can share their programming, coordinate schedules more effectively, and reach people seeking involvement. Engagement insights also help local partners better understand the interests and needs of their communities.

RiseApp is now live across North America and will continue expanding to additional cities and regions throughout 2026.

Organizations and businesses interested in joining the RiseApp network or onboarding their community are invited to contact **riseapp@runi.ac.il**.

Download RiseApp

Download the app using the link below:

https://link.riseapp.io/access/1869e0803a8bc13c1e931141d703bb01ddcded6b042871f42014fbb8f4055804

Secure code for the Boost feature: 0904

(Valid for one week)