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Hello From Jerusalem

**From Yossi's Desk**

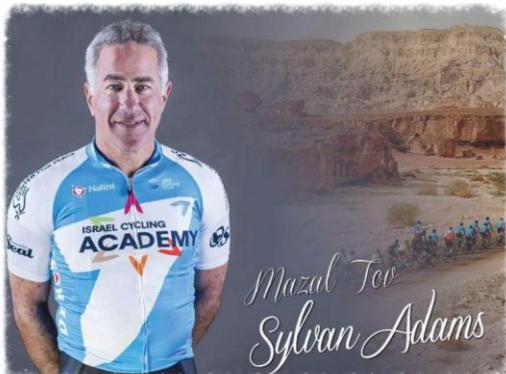
May 8, 2018

23 Iyar

5778

*Sylvan Adams, the man with a dream who saw it through to reality*

Vení,  
Vidí,  
Vici!!



***This hello is dedicated to a visionary, a dreamer and most important to a doer and a true Zionist - Sylvan Adams !!!***

By pedaling the love of his favorite sport, the new Canadian oleh, Sylvan Adams, has had a major impact on Israel by bringing the largest and most significant event ever to the country. Co-owner of the country's only professional team, *Israel Cycling Academy*, Sylvan has provided the inspiration and much of the funding required to attract the *Giro d'Italia* and bring it to Israel.



*The Giro has provided Israel with an unimaginably glorious moment of national pride.*

The three days, 16 hours of TV coverage (with helicopter footage) beginning in Jerusalem, were magical particularly due to the fact that it was viewed by approximately 1 billion people all over the world. The cheering fans brought the national excitement and pride up to a new level. Spanning from Acre in the north all the way down to Eilat, spectators were literally able to see the entire country.

On the final day, the cyclists started out in Be'er Sheva and took in southern Israel's most dramatic scenery, including the breathtaking Ramon Crater, circling Toronto Square in Eilat before finishing 229km later at the Red Sea resort of Eilat.



***Sylvan's motives for this spectacular event were two-fold...***

“We will be able to show a billion people without the filter of the traditional media what Israel is really all about,” he explained. “Also to show off that we are democratic and open and pluralistic and free and most importantly that we are safe.”



**The second goal is to develop the sport of cycling in Israel.** “This is kind of a gift to the youth of Israel, where they can see the world’s greatest cyclists and parents or kids choosing a for themselves might think about, after seeing the greatest athletes ride by their doors, decide to take up the sport of cycling and I think that would be beautiful,” Adams said



“This truly is a Zionist project,” he stated. “Not just a cycling team and that is why the name of the country is in the name of the team”.



“This race has exceeded my expectations. Israelis are the greatest

fans in the world,” he added.



“For me, Israel has already won this race, as it afforded hundreds of millions of TV spectators to see our beautiful country, and feel the warmth of our people, bearing witness that Israel is a diverse, open, free and safe country.



*This was a Giro d’Israel, a three day tour around our special country.”*

**THANK YOU SYLVAN ADAMS!!!!**

***Veni, vidi, vici!!***