

- antisemitism and anti-Zionism in our lifetime.
- Even today, Jews are still physically attacked on American streets. Israel is still cursed on our campuses and slandered in our media.

As you know, Passover is meant to shake us to the core.

- It's meant to instill in Jews-and all supporters of Israel-our unbreakable connection to the Holy Land.
- It's meant to remind us that love of Israel is a powerful force for our own redemption . . . our fulfillment as God's people.
- Passover also reminds us that this holiday alone cannot redeem us.
- Only we can redeem ourselves . . . by our commitment and our actions.

4/23/2025, 7:20 PM

one pro-Israel news service, make it

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PUBLISHING FLAME'S BOLD

PR MESSAGES, PLEASE HELP

the FLAME Hotline.

IF YOU SUPPORT

Because I know you love Israel, I urge you to step up—to fight back now.

Raise your voice. Stand tall. Write to the editor. Cast your vote. Consider supporting the courageous work FLAME does to beat back the media's, the UN's and campus radicals' perverse lies about Jews and the Jewish state.

Please donate now-before April 30-to help the Israel defeat the slanders . . . and win the Information War.

Dear Friend of Israel, Friend of FLAME:

If you're like me, you no doubt honored the Passover story—that the Jews were saved—redeemed—by our rescue from Egypt—and <u>surely</u> we would *never again* see the more recent horror, less than 80 years ago, of the Holocaust.

But the October 7 massacre changed everything. Rather than evoking sympathy for the slaughter of innocent Jews, the Hamas attack unleashed a <u>tsunami of hate</u> all over the world – against Jews of every kind and against Israel.

Pro-Hamas protests have targeted everything from kosher restaurants and synagogues to student Passover services and a cancer hospital—no Jewish connection <u>escapes their wrath</u>.

To the neo-Marxists who support Hamas's brutality, with demands to "free Palestine" and destroy the Jewish state, <u>all Jews</u>—reform, conservative, orthodox, even "Jews of no religion"—are to blame for the world's ills.

Here in the United States, every day feels more like Germany in the 1930s.

Outrageously, most major media and the UN are no help—they flood our news coverage with anti-Israel lies and support for terrorism. Scan below to see some <u>appalling recent examples</u>:

HOW FLAME'S NEW EDITORIAL IN MAJOR MEDIA EXPLODES THE MYTH THAT PALESTINIANS WANT PEACE

While Israel has worked for 77 years to help Palestinians create a state and peace, Hamas's brutal October 7 massacre changed everything. Finally, Israelis and lovers of Israel realize why Palestinians have turned down every offer for peace and why for seven decades they continue attacking the Jewish state. They will not stop until they conquer Israel... or are themselves defeated.

If this bitter disappointment bothers you, too, I think you'll cheer FLAME's <u>powerful new ad</u>—which we plan to publish in June in the *New York Post, Tampa Bay Times, Denver Post, Chicago Tribune, Washington Post,* and the *Wall Street Journal.*

⇒ **"End of the Palestinian Lie"**—this hard-hitting message explodes the myth that Palestinians want peace and a state—and advocates Israel's complete defeat of Hamas and other Palestinian terrorists. *(I've attached a copy of this ad for you at the close of this letter.)*

I hope you'll support our placement of this ad, which will reach millions of Americans nationwide, including *Senators and Representatives* in Washington DC. This ad will <u>cost</u> <u>\$139,000</u>. Can you chip in now to help us?

Won't you please make your tax-deductible membership donation before April 30, to help Israel win this Information War?

HOW FLAME HELPS ISRAEL WIN TODAY'S INFORMATION WAR-HOW WE CAN SPREAD THESE TRUTHS IN MAINSTREAM MEDIA.

My friends, I think you'll agree that the mounting antisemitism and drumbeat of anti-Israel reporting in the media these days is <u>unprecedented . . . and scary</u>.

But here's a beam of hope: For decades FLAME has bravely fought against our enemies—defending Israel against the wide range of falsehoods they aim at her.

Here are just a few of the <u>editorial media ads</u> FLAME has run to spread the truth . . . and defend the Jewish state in mainstream media (see hundreds of them under "PR for Israel" at www.factsandlogic.org.)

"The Israel Genocide Slander"—refutes the lie that Israel attacks people because of race or ethnicity and proves mushrooming Palestinian population growth: This ad reached nearly 5

US!

FLAME is the only organization that defends Israel with paid editorial *hasbarah* messages placed in media nationwide every month: The dire threats from Iran, Hamas and Hizbollah, the injustice of BDS, Palestinian anti-Semitism and more. If you support a bold voice that tells the truth about Israel in American media, please donate now.

DONATE NOW >>

Get Notifications

million people in the Washington Post, Chicago Tribune, New York Post, Houston Chronicle and Orlando Sentinel.

"Stop Terrorism on Campus"—shows skyrocketing anti-Zionist bullying and demands school administrators be held to account and how we can fight back. It ran in the *New York Post*, *Tampa Bay Times*, *Denver Post*, *Chicago Tribune*, *Washington Post*, *Mercury News* and *Wall Street Journal*.

"What Is Occupied Palestinian Territory?"—proves there's no such thing as "Palestinian territory" and why Israel's governance is lawful and just: It was seen by millions in the *New York Times* and *Washington Post*.

"The Palestinian Catastrophe"—explains why Palestinians' real "nakba" was their failure to accept Israel's offers of land for peace: We reached six million readers at *Washington Post, Los Angeles Times, Chicago Tribune, New York Post, Miami Herald, Houston Chronicle* and *Orlando Sentinel.*

"Democracy Thrives in Israel"— disproves accusations that Israel commits apartheid and shows why Israel is ranked the world's 23rd most successful democracy (ahead of the U.S.!): It ran in *New York Times, Washington Post, Los Angeles Times, Chicago Tribune, New York Post, Miami Herald, Houston Chronicle* and *Mercury News*.

Please help us support these messages to the American people: Please make your taxdeductible membership donation before April 30.

HOW MEDIA AND THE UNITED NATIONS PROTECT HAMAS AND PROMOTE AN ANTI-ISRAEL NARRATIVE... AND HOW FLAME FIGHTS BACK

UN BLOOD LIBEL: NBC, NPR, Reuters and the Guardian repeat the UN lie: "Israel has been intentionally starving the Palestinian people in Gaza," according to unnamed "UN experts."

FLAME EXPOSES: I hope you read FLAME's exposè, which proves how Israel supervises tons of food shipped to Gaza, that "starvation" is overstated, and that yet again the culprit is the terrorists: "<u>Hamas steals food aid from its citizens, yet the media blame shortages on Israel</u>." This message reached tens of thousands of Americans.

FAKE GAZA DEATH TOLLS: Every day mainstream media outlets have parroted death statistics from Hamas's notoriously discredited "Gaza Health Authority" without mentioning new revelations that 70% of all deaths have been <u>men of fighting age</u>—*NOT a majority of women and children* as media have reported for more than a year!

FLAME PUSHES BACK: To see how media hide Hamas's criminal acts in the Gaza warfrom death counts to hiding in hospitals . . . check FLAME's Hotline article on "Media ignore Hamas criminality-instead promote anti-Israel narrative." Again, we delivered this truth to tens of thousands of Americans nationwide on Facebook.

"FREE PALESTINE" SCAM: Palestinians in Gaza are some of the most oppressed people on earth-denied by Hamas of all civil rights and victims of a devastating war--but neither the media nor Palestinian supporters in Congress or on campus ever explain how keeping Hamas in power would help Gazans, let alone the missing hostages or Israel. In fact, it would <u>be a disaster</u>.

FLAME REFUTES: Truth is, only Israel's total defeat of Hamas will help free the Palestinians. To get the facts, I urge you to review our hard-hitting, nationally distributed article, "Free Palestine—from oppression, from poverty, from prison . . . from Hamas."

Let's be honest: If we believe in "Never Again"—we must win the Information War...we must <u>recommit</u> to defending the Jewish state... and the *truth*.

It means we can't give up, even for a day—we <u>won't stop</u> until we defeat the pro-Hamas haters. We must raise our fists and our voices against the rising tide of antisemitic, anti-Israel *slander*.

Won't you please make your tax-deductible membership donation before April 30?

HELP FLAME PUBLISH THE TRUTH IN MAINSTREAM, SOCIAL AND COLLEGE MEDIA

Unfortunately, since October 7, the falsehoods against Israel have been piling up quickly. Almost as fast as we can refute them, our enemies invent new lies, <u>each more vicious</u> than the last.

It's the reason FLAME created another outspoken editorial ad called "<u>Israel's Enemies Tell</u> <u>Five Big Lies</u>."

MAINSTREAM MEDIA: We ran this ad in the *New York Post*, *Washington Post*, *Los Angeles Times*, and *Chicago Tribune*.

SOCIAL MEDIA: FLAME's robust Facebook campaigns calls us to reach <u>millions of Americans</u>. Already we're delivering this message—"Israel's Enemies Tell Five Big Lies"—to social media influencers of all ages.

COLLEGE MEDIA: Our latest messages debunking the greatest lies about Israel is scheduled to begin reaching tens of thousands of college students via digital ads in <u>college newspapers</u> nationwide in early Spring, as soon as school is back in session.

Please help support our media campaigns to millions of Americans: Make your taxdeductible membership donation by April 30.



FLAME recently published this hard-hitting message in the Washington Post, Wall Street Journal, New York Post, Chicago Tribune, Tampa Bay Times, Denver Post and Mercury News.

WHAT CAN YOU DO TO SUPPORT ISRAEL TODAY? STEP FORWARD: START OR AND RENEW YOUR MEMBERSHIP

How do we decide that now is the time to act? What does it take?

A friend recently sent me this quote from Albert Einstein:

"The world is a dangerous place, <u>not</u> because of those who do evil, but because of those who look on and do nothing."

If ever in our lives we were called on to defend the Jewish people . . . and the State of Israel – the world's only refuge for Jews–surely <u>now is that time</u>.

Let's not forget the pledge that good people made after Holocaust: Jews and gentiles alike took an oath, declaring, "Never again." *We won't let it happen.*

So many people say they love and support Israel, but they simply don't know how to get involved. They <u>don't</u> have time or they <u>don't</u> have thousands of dollars to give.

I understand completely, but consider: You <u>don't have to</u> donate hours of time, and you don't have to donate \$500 or \$100. You don't even have to donate \$50 or \$25.

You see, FLAME is supported by tens of thousands of members. One by one: We have strength in numbers.

More than 30,000 donors—people just like you, many who make very modest donations, many on fixed incomes—help ensure our good work.

Won't you please step forward today as someone who <u>cares for Israel from the heart</u> ... someone who recognizes Israel's importance to the United States and the Jewish people?

Please join our fight: Make your tax-deductible membership donation before midnight April 30.

HELP ISRAEL DEFEND ITSELF AGAINST HAMAS AND IRAN-HELP US STAND UP FOR THE TRUTH

I hope you agree that FLAME's editorial messages, which appear in media reaching <u>more</u> <u>than ten million readers</u>—including college students—must continue educating Americans about these and other issues, including anti-Israel anarchy on campus.

I hope you also agree that FLAME's editorials spread the truth about Israel—a truth Americans just won't find in today's mainstream media.

Finally, I hope you agree that Israel needs this kind of public relations—someone like FLAME to tell <u>the inspiring story about the Jewish state</u>—its virtues, values and accomplishments . . . and its strategic importance for our own country.

Who supports FLAME? Our media efforts are made possible by more than 30,000 passionate individual donors who love Israel and everything it stands for. They are people who strongly believe Israel deserves a fair shake in the media.

Thousands of our supporters are of the Christian faith, and we of course welcome their devotion and generosity.

Please be assured that FLAME is an <u>educational non-profit organization</u> and extraordinarily thrifty with the funds that you and other supporters contribute to us.

We work out of Spartan offices, much of our work is contributed pro bono and our parttime office-staff payroll is tiny.

By keeping expenses low, we're able to publish our monthly messages in major national magazines and metropolitan and small-town newspapers all across the U.S.

We also send our messages, with convincing cover letters, to all U.S. Senators and Representatives, the President, Vice President, Secretary of State and all Justices of the Supreme Court.

Won't you step forward—help us tell the truth about Israel? Please activate your membership now, before April 30, 2025.

When you renew as a member of FLAME, you join tens of thousands of ardent Zionists who realize <u>how precious Israel is</u> to the Jewish people—and the world.

Let me leave you with one thought: The American people must know the truth about all these issues – no more lies. No more fake narratives.

Remember: T<u>he only thing limiting international persecution of Israel is the United States</u>. We must continue to protect the Jewish state from her enemies.

When you renew your membership in FLAME, you help us continue telling Israel's righteous and powerful story to influential people all over the U.S.—including college students—and to all members of the U.S. Congress.

Won't you renew your commitment to FLAME right now . . . while you have this message front and center? (Use membership donation link below.)

Thank you very much, shalom and sincerely yours,

James Sinkinson, President

Facts and Logic About the Middle East

P.S.1: Please consider remembering FLAME's good work in your will. Your generosity allows us to sustain and expand our voice in more mainstream media, and it secures our ability to support Israel for many decades to come.

P.S.2: Remember: You are part of Israel's miracle-what you do this every minute matters: Please make your FLAME membership donation right now-before April 30.

P.S.3 I'm sure you'd agree: If your enemy says they want to kill you and take your land, you'd be smart to believe them. If you try to make peace, but they refuse all your offers and continue to make murderous threats, it's time to eliminate this enemy. Israel has faced exactly this danger with the Palestinians-yet continued to hope for peace ... until Hamas's October 7 massacre and kidnappings. Finally, Israel and many lovers of Israel are facing reality. They've concluded their futile dreams of peace must end. They must finally defeat their Palestinian enemies-starting with Hamas and other jihadi terrorists. I hope you'll agree that we supporters of the Israel-U.S. relationship need to speak out. FLAME's new hasbarah-explanatory message-"End of the Palestinian Lie"-describes how Israel and the West have for 77 years bought the myth that the Palestinians want peace. (See it below.) This editorial ad details the many offers of land for peace Israel, the U.N. and the U.S. have made to give Palestinians their own state-all refused. Finally, it explains why Israel must adopt a bold new strategy-disarming, disabling and defeating Hamas and all other terror groups that attack Israeli civilians. Please review this convincing, fact-based editorial, which FLAME intends to publish to millions-in leading social media, as well as in the Washington Post, Wall Street Journal, New York Post, Chicago Tribune, Tampa Bay Times, Denver Post and Los Angeles Times. This piece will also be sent to all members of Congress, the President and Vice President. If you agree that this kind of public relations effort on Israel's behalf is critical, I urge you to support us with a donation.

YOU DESERVE TO KNOW THE TRUTH ... End of the Palestinian Lie

For 77 years, Israel and the West bought the myth that Palestinians want peace and a state. The savagery of October 7 was a cruel wake-up that changed everything.

While Palestinian leaders tell Western diplomats in English they want a state next to Israel, their actions betray this lie. In fact, they promise Palestinians in Arabie they will one day conquer Israel: It's why they have waged constant war and refused every

What are the facts?

Hamas's October 7 massacre, plus murder and torture The source of hostages, turned the tide. Since 1947, Palestinians and their fellow Arabs have mounted ten major wars against lars plus tens of thousands of terror and missile attacks. Still Isra and the U.S. made many major offers of land for peace to the Palestinians-all rejected. Before Gaza-based Ha nvasion in 2023, nearly 150,000 Palestinians worked in Israel invasion in 2023, nearly 150,000 Patestinians worked i and commuted there for medical care daily. Israel's gon naively believed Hamas terrorists preferred coexistence war. While October 7 shocked Israelis, the majority of Patestinians shamelessly support Hamas's attack and Israel's destruction. When

Hamas returned hostage corpses of the red-haired Bibas boys and their mother—brutally ed and mutilated by terrorist hand ost Israelis finally realized: Palestinian hate for Jews is sundless . . . killing their fantasy that Palestinians seek peace.

For 78 years, Israelis worked for peace with the

Palestinians. Residents of kibbutzim in Israel surrounding Gaza were for years advocates of peace with the Palestinians-some of whom drove Palestinian children to Israeli hospitals pecialized treatment, others who supported em for specialized treatment, others who supported employment for Gazans in their own kibbutzim. On October 4, 2023, a group of women from Kibbutz Be'er lattended a major peace conference with a Palestinian women's group. Three mornings later, on October 7, more than 100 members of Kibbutz Be'er were slaughtered by Hamas terrorists—along with 1,100 other were slaughtered by Hamas terrorists—along with 1,100 other nnocent Israelis. On that day, the hopes of millions of Israeli innocent Israelis. On that day, the hopes of millions of Israeli peace activities were shatered, as were those of millions more who simply thought a peaceful solution possible. Recently, when Hamas released Israeli hostages so starved and tortured they resembled Holocaust survivors—as well as the multilated bodies of other kidnap victims, including Bibas family members— Israel supporters both at home and abroad lost all remaining ist in the Pale nian car

When Palestinians say "no" to the state of Israel, when releasing and the states of the states of states, we now believe them. Arabs rejected the UVs 1947 Partition Plan for Israeli and Arab states, instead starting a sur to destroy Israel. The Plastinians also rejected generous state peace offers in 1967, 2000, 2001 and 2008. For years, n leaders have rallied their people with the m the river to the sea"-designating all of Israel, Gaza

and Judea and Samaria (the West Bank) as theirs. Hamas's and Judea and Samaria (the West Bank) as theirs. Hamas's charter denies legitimacy of the lewish state and declares Jalam will "obliterate" Israel. Palestinian president Mahmoud Abbas has stated, "I will never recognize Israel as a Jewish state" and insists that five million descendants of 1947 Arab refugees have a "right of return" to Israel, which would swamp the Jewish state demographically. Hamas's October 7th mass murder and kidnapping convinced the vast majority of Israelis that Palestinians goal is the extermination of Israel and the Jewish people. This was reinforced by 2024 polls showing 718s of Palestinians summortine Hamas's adunther and 65% of 71% of Palestinians supporting Hamas's slaughter and 65% of Palestinians opposing a two-state solution.

Time to stop the Palestinian war on Israel: Disarm. rked in Israel disable, defeat. The never-calling war against Israel—which is government is tence to Palestinian dream of congruentian o

Israel dies

of conquering to release remaining Israeli and American bostages-make this clear. No wonder Israel is

dies hostages-make this clear. No wonder Israel is taking steps to eliminate Hanasa militarily and politically—in Gaza and elsewhere. Neither Hamas terrorists no those of any other terror group can be allowed to attack Israeli citizens, let alone govern territories on Israelis borders. While defeating Hamas forces will not be easy—especially since they hide illegally and immorally among Palestinian civilians-Israe believes ending the group's brutal rule over Gaza will bring a measure of peace to Israelis, Palestinians and the entire work

End of the line for Palestinianism. Most importantly, tena of the the for a Patestinianism. Anos importantly, coedibility for a Palestinian state is falling, now at a record low. A February 2025 polled showed fully 71% of Israeli Jews appos a Palestinian state, while another poll reported only 19% of Jewish Israelis believe peaceful coexistence with an independent state is possible—the weakest support in 30 years. With Hamas's demise imminent and the Palestinian Authority in powerless disarray, Palestinianism—the futile dream of conquering Israel—looks close to its final gasp and of Da

message has been published and paid for by



Facts and Logic About the Middle East P.O. Box 3460, Berkeley, CA 94703 James Sinkinson, President Gerardo Joffe (z"l). Founder FLAME is a tax-exempt, nonprofit 601(p)(3) organization. Its purpose in research and publication of tacts regarding developments in the Middle Eas exposing false propagands that might harm the United States, taxed and strong is the source, thus transiduatible confluidors are velocited.

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