



FOR IMMEDIATE RELEASE

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**SOCIALLY CONSCIOUS BUSINESS LEADERS COMPLETE
TRIBE 12 FELLOWSHIP & CELEBRATE WITH LAUNCH NIGHT**

**Tribe 12 Fellowship's 10th Annual Launch Night Now to Occur Online
on Tuesday, May 12, 6:30 - 8:15 PM**

PHILADELPHIA – Tribe 12 announces that the 10th Annual Launch Night will occur online on Tuesday, May 12, 6:30 - 8:15 PM, transforming an annual showcase and business expo into a creative celebration of local ingenuity.

Attendees will be the first to hear about new socially conscious ventures that will change our community, our city, and the world. Thirteen passionate Jewish community leaders in their 20s and 30s have been hard at work honing their ideas over the past four months and are ready to launch to the Philadelphia community.

The Tribe 12 Fellowship is a leadership experience for individuals in Philadelphia that are dedicated to personal growth, enriching the community, and incorporating Jewish values into their strategy. Through a curriculum built on the themes of self discovery, philanthropy, emotional intelligence, and entrepreneurship, Fellows apply the tangible skills they learn to create a capstone project of their own design: a new or existing business, nonprofit, community organization, or anything in between.

"We defined the characteristics that make a great leader -- emotional intelligence, entrepreneurship, and philanthropy -- and built a curriculum to impart the skills that enhance these qualities."- Ross Berkowitz, Founder & CEO of Tribe 12

In light of recent events, many of the Fellows have pivoted their ventures to align with the needs of the community to create COVID solutions. Noga Schechter, Chief Operating Officer of [Rapid Medical Parts Inc](#), is working on developing life saving ventilators to assist in the Covid-19 pandemic. She has received government funding from the Department of Defense to continue this vital endeavor.

Katie Rabinowitz, founder of [The Shaw Method](#), is bringing people together during this time of isolation, and Michael Saks, founder of [Michael Saks Digital](#), was brought on to the Marketing team of the Kaiserman JCC to assist in the Covid-19 digital response.

Notable alumni of the Tribe 12 Fellowship include Morgan Berman, founder and CEO of [MilkCrate](#); Danielle Brief, founder of [Hamsa Made](#); and David Fine, founder of [Schmear It](#).

Launch Night is open to all. Guests can register at <https://tribe12.org/event/launchnight10/>.

The schedule is as follows:

6:30pm – “Doors” Open

6:35-7:10pm – Main Program

7:15-8:15pm – Optional Small Group Sessions for Guests and Current Fellows

Guests must pre-register to receive the Zoom link for the evening.

---Photos available by request.

About Tribe 12

Tribe 12 connects people in their 20s/30s to Jewish life and community in Philadelphia. Through monthly happy hours, entrepreneurial fellowships, and micro-communities called Tribe 12 Tribes, we seek to empower young Jews to own their own Judaism. For more information on our core values and current programming, see tribe12.org.

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