

## PRESS RELEASE

### THOUSANDS OF AMERICAN PRIESTS TO TAKE PART IN HARLEY DAVIDSON MOTORCADE IN ISRAEL

THE GROUP, WHICH ARRIVED IN ISRAEL IN NOVEMBER WILL RIDE THROUGHOUT ISRAEL IN HONOR OF THE IDF SOLDIERS.

A delegation of motorcyclists from the United States, made up of mostly Evangelical priests, arrived in Israel in November as part of the *Run for the Wall Israel* which will include a nine day motorcade on Harley Davidson motorbikes.

The group of motorist-priests are members of the organization Mission:M25, and is coming to Israel in conjunction with "Coral Tours" and the Ministry of Tourism. Members of Harley Davidson Israel have been invited to join the group's route which will ride from Tel Aviv, along and across Israel, through Ashkelon, Caesarea, the Dead Sea and more, ending in Jerusalem.

Mission:M25 is a group of Evangelical Christian motorists which has dedicated itself to promote and encourage soldiers and veterans of the United States Army. The group holds various similar tours throughout the world in support of soldiers worldwide.

The group is arriving as part of the efforts of the Israel Government Tourism Office in North America to encourage tourism to Israel in general and as part of direct efforts to promote tourism among the Evangelical community which has hundreds of millions of believers worldwide. During the holiday of Sukkot, 5,000 Evangelicals visited Israel as part of the annual Feast of Tabernacles.

The United States is currently the number one source of tourism to Israel with 500,000 tourists arriving from the beginning of the year through September 2011. The Ministry of Tourism's budget for this market is 13 million EURO for the year, and includes marketing and public relations efforts as well as hosting various decision makers and public figures in Israel.

For more information about the group, visit <http://www.missionm25.org/2010/09/30/run-for-the-wall-israel/>



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