

Gray Academy
OF JEWISH EDUCATION



FOR IMMEDIATE RELEASE

**GRAY ACADEMY OF JEWISH EDUCATION
ANNOUNCES TWO NEW DIRECTORS**

September 13, 2006 – Rory Paul, Head of School and CEO for Gray Academy of Jewish Education and the Winnipeg Board of Jewish Education are pleased to announce the appointment of Dr. Ruth Ashrafi as Director of Judaic Studies and Lisa Abram as Director of Advancement.

Dr. Ashrafi comes to us from Holland as a widely regarded scholar of Judaic Studies with a Masters degree in Talmud and a PhD in the field of Midrash. In addition to studying at the Melton Center at Hebrew University in Jerusalem, she is a graduate of the Jerusalem Fellows Program with a focus on policy and leadership studies in the field of Jewish Education.

Dr. Ashrafi is also a published author and lecturer who speaks several languages and has experience working with immigrants who are new to communities.

With over 20 years experience in curriculum development, teaching and research, Dr. Ashrafi says “she likes the varied Jewish Studies program at Gray Academy. It reflects the many aspects of Judaism. As Director of Judaic Studies I want to enhance this program so that our students will feel personally enriched by their learning as well as develop a strong bond with the Jewish people and Israel.”

Lisa Abram assumes a newly created position at the school that is responsible for leading the advancement programs of the school, including fundraising, marketing, communications, sponsored programs and school admissions.

Lisa brings over 20 years experience in marketing as an ad agency executive working with both national and local clients in Toronto. Since moving to Winnipeg in 2003, her

fundraising experience has included working at Manitoba Theatre Centre planning special events, and most recently as Manager of Fundraising & Development at The Manitoba Museum overseeing sponsorship, direct mail, special events and membership.

“I am very excited about exploring the endless possibilities that exist with this new position at Gray Academy. The Winnipeg Jewish community is unique in its collective mindset and desire to continue its legacy as a close knit community that is firmly committed to developing the young leaders of tomorrow. I see the role of the Director of Advancement as an integral catalyst in this ongoing growth.”

Michael Benarroch, President of the Winnipeg Board of Jewish Education, congratulates Ruth Ashrafi and Lisa Abram on their respective appointments.

Gray Academy of Jewish Education is a JK-Grade 12 university preparatory school that places equal value on Jewish and General academic programs, and provides opportunities to nurture the emotional well-being and spiritual development of all students.

Recently accredited by the Canadian Educational Standards Institute (CESI), Gray Academy is one of three schools in the Winnipeg area to receive this distinctive honour.

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For further information, please contact:

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