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FOR IMMEDIATE RELEASE

A BRAND NEW PAGE CREATED ON FACEBOOK TO ENFORCE AND STRENGTHEN THE POPULARIZATION OF THE TRUTH...

Tel Aviv, June 2nd, 2010 - danillouz.com announces the creation of a dedicated page on FaceBook to fill in the lack of information about the events which occurred in the past 36 hours in Israel, the other side of the story about the defensive actions against the "flotilla".

Visit and join this page at : <http://www.facebook.com/israelflotilla>

Dan decided to use Social Media (<http://facebook.com> - <http://twitter.com>) to disseminate and spread the world with the Israelis point of views about the defensive actions of IDF, but also to federate the Jewish Diaspora and others against the lack of objective information about the "flotilla" and other purposes. At this time Dan's community on [FaceBook](http://facebook.com) is strong of next to 35 000 members, 36 hours after the page creation.

Jewish and non-Jewish join Dan's page! This is an open minded Social Community where people can express their feelings and point of views in full transparency, achieving one solely Goal: **the Right Truth** - A collaborative side also as everyone joining can post articles, videos, notes and actively participate in debates.

What is one of the deepest reasons?

Dan quickly noticed there were hours of silence in which the only news we saw was given by the flotilla supporters and Israel's side of the story was not being communicated simply because Israel Advocacy professionals used old communication methods.

That must become the new Israel Advocacy, and grassroots advocacy which uses Social Media to disseminate the information provided by the professionals. A new generation of Israel Advocates, who know how to properly use the new technologies, needs to be trained to give out Israel's views, truth and genuine information.

This is the starter of a prestigious project for danillouz.com : Social Communication, Training, ICT For more visit <http://www.facebook.com/israelflotilla> or Dan's blog <http://www.danillouz.com>

About Dan ILLOUZ:

Dan Illouz, is a young Jewish leader born in Montreal who then relocated to Israel in 2009. Dan graduated McGill Law School in He held various leadership roles in different organizations including: chairman & president of a religious-zionist student group in Montreal, president of Hillel at his college campus. He creates danillouz.com in early to actively participate and attempt to bring about change in Israel through a broadening of the public discourse within Israeli society.

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