



## PRESS RELEASE –

### MACCABIAH 2021 - LAUNCHES AT MACCABI WORLD UNION CONGRESS

Maccabi Australia joined the global community at the Maccabi World Union Congress in Israel in May and as part of an extensive agenda the Maccabiah 2021 was launched.

Not only was the logo unveiled, a really exciting and innovative games program was released which will see the inclusion of new sports such as surfing, skateboarding, boulder climbing, beach football and beach rugby to name a few.

MWU look forward to welcoming almost 90 countries and 10,000 athletes from 20 July to 3 August 2021. Australia will be looking to send a strong delegation of Juniors, Open and Masters athletes.

With Maccabiah 2021 just over two year away, Simone Cohen (General Manager) and Barry Smorgon (Head of Delegation) are preparing to build the Australian team - From Management to Athletes and call on anyone interested in being part of this exciting event to make contact.

The official launch in Australia will be held in due course but in the meantime if further information is required contact Simone Cohen at [simone@maccabi.com.au](mailto:simone@maccabi.com.au).

Pictured: Left to Right – Barry Smorgon OAM (Head of Delegation and Maccabi Australia Board Member), Simone Cohen (Australian General Manager Maccabiah), Jeff Sher (President of Maccabi Australia) and Tom Goldman OAM (Vice President of Maccabi World Union and Board of Governors Maccabi Australia).

#### **For any media enquiries, please contact:**

Simone Cohen  
Australian General Manager – Maccabiah 2021  
E: [simone@maccabi.com.au](mailto:simone@maccabi.com.au)  
M: 0434901801

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