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**FOR IMMEDIATE RELEASE**

**JEWLICIOUS IS REPAIRING THE WORLD  
ONE BLOCK AT A TIME!**

**Jewlicious Presents Tikkunfest, a Unique Community Service Festival Spreading  
Over 18 Blocks of Pico Blvd. in Los Angeles on Sunday, October 24, 2010**

**LOS ANGELES (October 11, 2010)** – Jewlicious, the popular three-day festival that takes place annually and features an impressive roster of the most talented musicians, comedians, and other artists producing contemporary Jewish culture, is bringing Tikkunfest to Los Angeles on Sunday, October 24 from 1:00 – 7:00 PM. The event will be a day of community service and social action culminating in a free concert for volunteers (non-volunteer concert goers will pay a \$10 ticket fee).

Tikkunfest will spread out over 18 blocks of Pico Boulevard in Los Angeles. Volunteers will plant fruit trees and herb gardens in custom made planters, paint, clean up garbage, repair items, collect clothing and food for the needy, assist seniors, and promote community involvement. The event supports Worldwide Jewish Social Action Month and The LA Green Mile, which began a few years ago to help clean and revitalize the section of Pico Boulevard that runs through the most thriving part of Jewish LA.

TIKKUNFEST was made possible by a generous Cutting Edge Grant from the Jewish Community Foundation Los Angeles, to support expanding Jewlicious Festival programming. Sponsors for event include The Jewish Community Foundation Los

Angeles, The Office Of Council Member Paul Koretz, and JConnect. Partners include Progressive Jewish Alliance, JConnectLA, Uri L'Tzedek, and Repair The World. The event, however, is still accepting additional sponsors and donations, particularly for the Pico Boulevard beautification efforts.

Volunteers can register in advance at <http://tikkunfest.com/> or onsite at the festival. Others who want to participate can sponsor planters, supplies, the concert, water and snacks for volunteers, or dedicate a tree or herb garden for a friend or family member. All donations and sponsorships will be tax-deductible.

“The Jewish obligation for Tikkun Olam, *repairing the world*, seems overwhelming when faced with the enormity of the problems,” said Rabbi Yonah Bookstein, co-founder and director of Jewlicious. “TIKKUNFEST brings good down to the community level. The festival will inspire volunteers and everyone in the community, and will show that we can make the world a better place, one block at a time.”

Noah Bleich, founder of the LA Green Mile Project, commented, “With JConnect, Jewlicious, and the other numerous sponsors and volunteers, Tikkunfest promises to be an exciting and meaningful event. The need to bring our various communities together is greater than ever, and we’re honored to be a critical part of that process.”

To learn more about Tikkunfest, please visit [www.tikkunfest.com](http://www.tikkunfest.com).

### **About Jewlicious**

Jewlicious is the leading brand in the world focusing on inspiring Jews via online media and festivals. Jewlicious publishes the most visited Jewish Blog, Jewlicious.com, creates world-class music festivals, operates college campus chapters, and has a line of Jewlicious apparel. The organization inspires young Jews to be active in the community, develop grassroots leadership, and connect young Jews to social and sustainability movements. Jewlicious is empowered by JConnect, a 501c(3) registered not-for-profit, and has offices in LA and Jerusalem.

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