

# UK rapper launches read-a-thon in Israel

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## English Literacy

*Antithesis, rap artist renowned for Zionist and Jewish themes of his music, to kick-off one-month English literacy event at Ma'aleh Adumim Mall*

Antithesis, a rap artist renowned for the Zionist and Jewish themes of his music, will be performing live in the Ma'aleh Adumim Mall on Thursday, February 17, at 5 pm, to kick-off a one-month read-a-thon for A.H.A.V.A., a non-profit educational institute that provides extra-curricular English-language classes for Israeli children.

A.H.A.V.A. is a non-profit organization in Israel dedicated to promoting English literacy for children.

Antithesis, also known as Samuel Green, hails from Kingston, London in the UK. He has released two albums to date which have sold in their thousands, and continues to perform all over the world. Because of his celebrity and thought provoking music, Antithesis has also been named as one of the top 100 most influential people in the UK Jewish community.

At the event, Antithesis will perform some of his rap music and officially launch the Read-a-thon by reading a short story to all the children present.

Antithesis said: "The world is more competitive than ever so it's important Israeli kids have the opportunity to get off to a good start and English is a big part of that. I loved reading growing up, it broadens the mind and the imagination. It's an honor to support A.H.A.V.A. and this event."

Less than half of all eligible 12th graders in Israel even attempt the English matriculation exam and just over 45% matriculate at all.

'Very exciting for local children' The A.H.A.V.A. read-a-thon is now in its sixth year and is hoping to attract hundreds of local school children and families to take part. Children are sponsored to read as many English books as they can over the course of a month, culminating with a community party and Award Ceremony to be held this year on April 4.

This year, Hapoel Migdal Jerusalem Basketball Club will be donating one of a number of prizes for children who manage to read the most books.

A.H.A.V.A. was founded in 2000 by Gaila Cohen Morrison, an experienced English teacher and mother of five, who was determined to provide affordable extra-curricula English tuition to Israeli children. All of the seminars and curricula are based on Cohen Morrison's nearly 30 years of experience in the field, having taught over 2,000 students and dozens of educators.

A.H.A.V.A. Director Gaila Cohen Morrison said, "We are delighted Antithesis has agreed to launch this year's annual read-a-thon, it is very exciting for local children. Last year saw hundreds of children take part. We are expecting this year's event to attract even more families."

The read-a-thon is being sponsored this year by Bank Yahav, Aroma, Steimatsky, Reemax, Maa'aleh Adumim Municipality, Janis Design, Reemax, Nof HaYarden Hall, Kanyon Adumim and Kol Gina Pnina.