

Walk for Israel 1978 [graphic material, object] – 1978.



PART OF	United Jewish Welfare Fund fonds Annual Campaign series Walk with Israel sub-series Walk for Israel 1978 sub-sub-series
LEVEL	Sub-sub-series
FONDS	67
SERIES	17-1-4
MATERIAL FORMAT	graphic material object
DATE	1978
PHYSICAL DESCRIPTION	7 photographs (5 negatives) 1 button
ADMIN HISTORY/BIO	In 1978, the Walkathon was renamed the Walk for Israel, a name that highlighted the event's connection to Israel. The Walk's theme was celebrating 30 years of Israel's statehood, emphasized with a 30 kilometre route. The Walk was chaired by David Bloom and was distinguished by the amount of competition it involved. Walkers could sign up in teams and compete to raise the most money and/or cover the greatest distance. Teams were registered from schools, brotherhoods, clubs, youth groups, and various professions. A number of professional athletes, from the Toronto Argos, Maple Leafs, and Blue Jays, were present at various checkpoints to greet walkers. About 9000 people turned out on the day of the Walk, which finished up with a gala birthday celebration at Earl Bales Park.
ACCESS RESTRICTION	Records in off-site storage; advance notice required to view.
SOURCE	Archival Descriptions

Walk for Israel button [object] – 1978.



PART OF	United Jewish Welfare Fund fonds Annual Campaign series Walk with Israel sub-series Walk for Israel 1978 sub-sub-series
LEVEL	Item
FONDS	67
SERIES	17-1-4
MATERIAL FORMAT	object
DATE	1978
PHYSICAL DESCRIPTION	1 button ; 55 mm in diameter
SCOPE AND CONTENT	Item is a button for the Walk. It is blue and white with orange footprints going across it, and it says "United Jewish Appeal: Celebrate 30 Years with 30 kilometres. Walk for Israel, Sunday May 28, 1978."
ACCESS RESTRICTION	Records in off-site storage; advance notice required to view.
SOURCE	Archival Descriptions

Walk for Israel promotion [graphic material] – Apr. 1978-May 1978.



PART OF	United Jewish Welfare Fund fonds Annual Campaign series Walk with Israel sub-series Walk for Israel 1978 sub-sub-series
LEVEL	File
FONDS	67
SERIES	17-1-4
FILE	1
MATERIAL FORMAT	graphic material
DATE	Apr. 1978-May 1978
PHYSICAL DESCRIPTION	7 photographs (5 negatives)
SCOPE AND CONTENT	<p>File consists of photographs promoting the Walk: three images depict leaders of the six professional teams in a starting position with Walk for Israel posters. They are (back row): Paul Schreider, Harvey Shaul, Stan Salsberg. (Front row): Rick Rodney, Carl Goldenberg, Izzy Snyder.</p> <p>Another pair of images is of three Toronto Jewish Congress staff, Hedy Nivoix, Kurt Kramer and Shoshana Kalmus, with a sign that says, "We are Walking for U.J.A. on May 28th!!" A seventh photograph depicts a group of people with Walkathon passports at a meeting table. They include Stan Rose, Steve Poolovey, Adi Kolber, Howard Stilberg, Gord Stromberg, David and Molly Bloom, and Elliot Novak.</p>
NOTES	<p>Title based on contents of the file.</p> <p>Photography by Graphic Artists Photographers.</p>
PHYSICAL CONDITION	One print has masking tape across the edge. In the other, part of the background has been painted out.
SOURCE	Archival Descriptions

