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Dear Jewish News Readers and Advertisers,

We are delighted to announce to you today that Jewish News of Greater Phoenix has a new owner.

Phoenix residents and Jewish community members Jaime and Jeff Stern have purchased the 65-year-old media company from Florence and Paul Eckstein. Jaime succeeds Flo as publisher.

The sale represents the transfer of the reins of our weekly newspaper, website and community directory from a family of longtime owners ready to retire to a young, energetic family representing the next generation of readers. Both families have lived in Phoenix for five generations and are proud to be a part of the local Jewish community.

Flo:

My family has owned and operated our community newspaper for 52 years. I have been publisher of the Jewish News since 1981; my parents, Cecil and Pearl Newmark, were publisher and editor respectively, from 1961-1981. My father's friend, M.B. Goldman Jr., founded the Jewish News in 1948, the year Israel became a state. Over the decades, we have grown and nurtured Jewish News from a four-page monthly print newspaper to full-service media company publishing a weekly print subscription newspaper averaging 32 pages; annual magazine-format community directory; and website, jewishaz.com.



Jaime:

Our family is active at Congregation Beth Israel and I have had the honor of serving on many boards within our Jewish community. In my professional life, I have 12 years of leadership in the senior housing industry and ran a large life care community in the West Valley. My husband, Jeff, is an urologist, and when he was an undergraduate at Northwestern University, he founded the Northwestern Chronicle, a



newspaper that is still published on campus today. Jeff and I are excited to build on the strong foundation established by the Newmarks and Ecksteins and continue the ethical, honorable and important work they have done with sophistication and grace.

We are proud to continue publishing the only newspaper covering the Valley Jewish community, to deliver information essential to your connection with our community, and to be the bridge between readers looking for quality resources and advertisers looking for quality customers and clients. We publish news, commentary, lifestyle information and targeted advertisements to readers throughout greater Phoenix and central and northern Arizona. And we feel a deep sense of responsibility to build and strengthen our ties to readers and advertisers in the decades to come.

We assure you, our valued readers and advertisers, of the highest standards of excellence, accuracy, timeliness and the continuing service of our outstanding, award-winning staff.

We are deeply grateful for your support and loyalty. Please let us know how we can best meet your needs as we continue to grow and evolve to greater serve the local Jewish community. We look forward to hearing from you!



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P.S. Look for our April 12 special issue commemorating the 65th anniversaries of the state of Israel and Jewish News!
