



Introducing our New Name and Brand Identity

Dear Friends,

We are proud to announce our new name—The Zekelman Holocaust Center (The HC)—and our new logo.

Our mission has grown significantly since we began nearly 40 years ago. While memorializing is at the heart of who we are, we also are a dynamic institution that is the center of Holocaust education in Michigan. Our audience has expanded and shifted over time to include a younger demographic. Our new brand represents who we are and the future of the organization. We want to teach not only the history of the Holocaust, but its lessons for today – to help us all have compassion for others and speak up against hatred and prejudice, so that we can make the world a better place today and tomorrow.

Recently, I wrote to you to tell you that the Zekelman family and Zekelman Industries are generously donating \$15 million to The HC. This significant contribution is the lead gift to The HC's \$100 million Comprehensive Campaign and brings the Zekelmans' total funding to \$25 million. Our new name allows us to properly recognize and thank the Zekelman family for their transformational gift. Through generous donors like the Zekelmans, we are able to teach the lessons of the Holocaust, always remembering those we lost. It is our hope to partner with other forward-thinking donors to keep The HC a vital, world-class museum now and for years to come.

We invite you to continue to join us as we engage, educate and empower by remembering the Holocaust.

Best,

Eli Mayerfeld
CEO