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Rabbi Eli Mayerfeld Named CEO of the Holocaust Memorial Center Zekelman Family Campus

Farmington Hills, Mich. – Dec. 23, 2016 – The Holocaust Memorial Center Zekelman Family Campus (www.holocaustcenter.org) has appointed Rabbi Eli Mayerfeld as the organization's Chief Executive Officer. The announcement was made by Board of Directors Chairman Steven Grant.

Prior to this role, the Oak Park, Mich. resident founded the Jewish Wisdom Foundation, a Bloomfield Hills, Mich. nonprofit. As CEO, he worked to engage Jews with their history and develop online content and programs for high school students. From 1993 to 2015, he served as the Executive Director of Yeshiva Beth Yehudah in Southfield, Mich. During his tenure, he saw the number of students more than double and the annual budget more than triple. He also increased annual fundraising, which included initiating and completing an \$8 million capital campaign that led to the construction of new, state-of-the-art education facilities.

“Not only does Rabbi Mayerfeld have a shared vision of the Holocaust Memorial Center and its mission, but he also has deep educational and community relations experience. Eli truly is the ideal candidate to lead our organization going forward,” said Holocaust Memorial Center Board of Directors President Gary Karp. “Our Board appreciates his unique skills, understanding of our community, strong Jewish values and relationships with all faiths in Michigan.”

Mayerfeld earned a Bachelor of Science in Engineering in 1991 from The Cooper Union for the Advancement of Science and Art in New York City and his Advanced Degree in Rabbinic Ordination from Rabbi Berel Wein the following year.

“It is important to me that education is an integral part of the mission of the Holocaust Memorial Center,” said Rabbi Mayerfeld. “Given my background, I am excited to reach and engage educators, students and the general public. I believe this is key as the museum becomes a nexus of learning statewide due to the passing of the Holocaust and genocide education bill in Michigan.”

Founded in 1984, Michigan's only Holocaust museum annually educates more than 60,000 visitors, including students, about the senseless murder of millions and why everyone must respect and stand up for the rights of others if the world is to prevent future discrimination, hate crime and genocide.

About the Holocaust Memorial Center Zekelman Family Campus

The Holocaust Memorial Center Zekelman Family Campus opened in 1984. Local Holocaust survivors, with community support, founded the museum to teach about the senseless murder of millions, and why everyone must respect and stand up for the rights of others if the world is to prevent future discrimination, hate crime and genocide. As Michigan's only Holocaust museum, the Holocaust Memorial Center annually touches the lives of more than 85,000 individuals, who leave the museum profoundly affected with a newly acquired sense of history, social responsibility and morality. The Holocaust Memorial Center's exhibits create a call to action, teaching visitors through the examples of those who risked their lives to save others, and asking its guests to react to contemporary challenges such as racism, intolerance, bullying and prejudice.

The facility is wheelchair accessible and free parking is available at both the North and South entrances.

For more information on the Holocaust Memorial Center, visit www.holocaustcenter.org, or call 248-553-2400.