



JEWISH
COMMUNITY
FOUNDATION
of GREATER MERCER

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Princeton Jewish Community Discusses *The New American Judaism*

Princeton, NJ — More than 80 community members in Princeton and surrounding areas participated in a virtual program on April 28 focused on *The New American Judaism*.

The event featured thought-leaders and authors Joel Kotkin and Ed Heyman, who published an article of the same name in Tablet Magazine in February 2021. Their premise is that COVID, suburban migration and technology are all factors shaping a new 21st century form of American Jewish identity.

“As we grapple with the changes in how people connect to Jewish heritage and community, it was instructive to learn about new best practices that are working to welcome those who have remained less connected. It’s important food for thought as we work to secure the future of our Jewish community,” says Linda Meisel, executive director of the Jewish Community Foundation of Greater Mercer.

The event was co-sponsored by the Jewish Community Foundation and the Jewish Federation of Princeton Mercer Bucks. Ten local synagogues and agencies also supported this program, demonstrating the universal concern about the challenges facing Jewish communities throughout our country.

Described by *The New York Times* as “American’s uber-geographer,” Joel Kotkin is an internationally-recognized authority on global, economic, political and social trends. Co-author Ed Heyman, retired from a research and intelligence analysis career, has been active in the Orange County, California Jewish community for more than 35 years. Kotkin and Heyman’s article *The New American Judaism* can be viewed here:

<https://www.tabletmag.com/sections/news/articles/the-new-american-judaism-kotkin>

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The Jewish Community Foundation of Greater Mercer serves as a local resource, helping individuals and families to direct their charitable giving and guiding Jewish institutions on the importance of legacy giving and the growth of endowments. The Foundation manages nearly \$13.6 million in assets and processes \$1.5 million in grants annually. For more information, please visit www.foundationjewish.org.

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