Sharsheret Celebrates Annual Tristate Benefits
With Two Summer Barbecues
In New York And New Jersey

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New York, NY -- (June 26, 2023) - Sharsheret, the only national not-for-profit organization dedicated to addressing the needs of women and families of all Jewish backgrounds who are facing breast cancer and ovarian cancer, is pleased to welcome back their annual Tristate Benefits, with two summer barbecues happening in New York on Wednesday, July 19, and in New Jersey on Thursday, July 20. These two events raise critical funds needed for Sharsheret to provide free mental health counseling, emotional support, life-saving cancer education and financial subsidies for women, men and families touched by breast or ovarian cancer or at increased genetic risk.

The New Jersey barbecue will take place on Thursday, July 20, 2023 at Congregation Ahavath Torah in Englewood. The Long Island Barbecue returns and is taking place on Wednesday, July 19, 2023 at the Lawrence Yacht and Country Club in Lawrence, New York. Both events will begin at 6:15 pm EDT and include a barbecue dinner with a siyum service and a meaningful Sharsheret program.
“We are excited to host these meaningful events that bring together the entire community and provide the opportunity to recognize remarkable individuals whose inspiring efforts and experiences provide hope and resilience in the face of cancer, said CEO Elana Silber.

The New Jersey Summer Barbecue will be dedicated in memory of Linda Pulitzer as we commemorate the 15th Yahrtzeit of her passing and recognize her daughter, Sharsheret Vice President Jordanna Nadritch, for her tireless dedication to the cause and to the women, men, and families we serve.

Armed with the knowledge of a strong history of breast cancer on both sides of her family and losing her mom to breast cancer, Jordanna was empowered to take control of her own health. Through her personal experience, she understood the importance of a strong support network and felt compelled to dedicate her time to help other women facing similar challenges. As an active Sharsheret volunteer, Jordanna serves as a peer supporter, developed the Sharsheret Power Pals Pre-Mastectomy Program, co-chaired the Annual Benefit, ran with Team Sharsheret in the 2016 and 2023 New York City Half Marathons and sits on the Board of Directors, currently as Vice President.

Jordanna, an attorney, works as a Senior Legal Editor in the Bankruptcy & Restructuring group at Thomson Reuters, previously having practiced corporate bankruptcy and restructuring law at NYC law firms for more than 12 years. Her volunteer efforts extend beyond Sharsheret to her children’s schools, Yeshivat Frisch and The Moriah School, and to East Hill Synagogue in Englewood, NJ, where she served on the Board of
Directors. Jordanna is mother to Alexandra, Isabelle and Dylan and is married to Marc, to whom she credits the ability to do all that she does.

**Dr. Mark Sultan** will receive the Maimonides Award. Dr. Sultan graduated with Phi Beta Kappa and Summa Cum Laude honors from Brandeis University and with Alpha Omega honors from the Columbia University College of Physicians and Surgeons. He is currently a Clinical Professor of Surgery (Plastic) at the Mount Sinai School of Medicine. He specializes in cosmetic and reconstructive surgery of the face and breast and has published many chapters and articles on these subjects. For the past twenty-five years he has been listed in New York Magazine as one of the “Best Doctors in New York” and in the Castle Connolly Medical Guide as an “American Top Doctor.”

**Ben Strulowitz** will accept the Next Gen Award at the event. Ben’s connection to Sharsheret began in 2013 as a senior at New York University, when he joined Team Sharsheret and trained for his first and only New York City Triathlon. What began as a short-term commitment to a race became a long-term commitment and an appreciation for all that Sharsheret provides for families impacted by breast cancer and ovarian cancer.

Ben is a Founding Member of the Sharsheret Young Professionals Circle, a function that coordinates social and networking events in Manhattan. As part of the Young Professionals Circle, Ben helped launch Sharsheret’s Annual Casino Night, and he has continued to play an active role with peer recruitment ever since. Ben also facilitated Sharsheret’s first ever Young Professionals Networking event, where he served as the
sole panel host for a discussion covering a wide range of industries and career paths for young leaders.

Beyond the Young Professionals Circle, Ben has played an integral role in several Sharsheret community service events and fundraising initiatives. He assembled corporate employee groups to prepare holiday care packages for Sharsheret, and he even competed in and won a corporate Movember Beard Growth Competition on behalf of Sharsheret. Ben has also been an active Sharsheret spokesperson to groups of high school students in an effort to raise awareness about health and to communicate the importance of committing to a cause and becoming a leader at a young age.

Ben is a Vice President at Neuberger Berman, an investment manager based in New York. He lives in Riverdale, New York with his wife Talia, and three children: Maxwell, Dana, and Coby.

The New Jersey Siyum Service will be led by **Becky and Daniel Wolf**. Becky and Daniel met Sharsheret founder Rochelle Shoretz nearly 20 years ago and were immediately struck by her brilliance, tenacity and compassion. Since then, they have been Sharsheret supporters and volunteers and are part of the Sharsheret Jewel family. Daniel is an attorney, and Becky is a writer. They live in Teaneck, NJ with their three children and enjoy learning Gemara together every Shabbat afternoon.
**Sharsheret’s Summer Barbecue in Lawrence**, New York will award **Cindy Merrill** with the Woman of Valor Award and feature **Melissa Pelcovitz** as the Guest Speaker and Lisa Altman Volunteer Tribute Award recipient.

**Cindy Merrill** is a vibrant and committed member of the Orthodox Jewish community, volunteering on several committees and having hosted numerous charitable events in the Five Towns. Through her successful business, Dimples, Cindy has become a well-known pillar of the community and often uses her voice to advocate for different causes, including Sharsheret and breast cancer awareness in general. She is grateful for Sharsheret’s programming, especially the peer support and family support, and she continues to enjoy Sharsheret’s webinars. Cindy’s warm embrace and openness to share her own personal journey has inspired people to lean on her in times of challenge, ultimately giving them strength and courage. While she is always happy to help others in any capacity, Cindy’s greatest achievements are her three beautiful children and her loving marriage to Jeremy for 24 years.

**Melissa Pelcovitz** is a previvor and a Sharsheret ambassador. She serves on the Sharsheret Long Island Advisory Committee, where she is involved in outreach and event planning. Melissa is a recruiter at a staffing agency in New York City. She thrives on connecting people to help further their careers, as well as providing people with information to assist in their health journeys. Melissa lives in Great Neck, NY with her husband and three children.
The Long Island Barbecue Siyum Service will be led by **Menachem Lobell** in memory of his dear grandmother Esther Oppenheimer A"H.

To register today for these most meaningful fundraisers and friendraisers, go to link.sharsheret.org/bbq.

These event are made possible with generous support from our sponsors:

Presenting Sponsor Barbara and Fred Kort Foundation;

Event Benefactors Daiichi-Sankyo, Kings Pharmacy and Merck;

Event Champion Pfizer Oncology; and

Ambassador Sponsors Immunogen, Maidenbaum and Neuberger Berman.

These events are also in collaboration with our community partners Daily Giving and Alpha Epsilon Phi Sorority.

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**ABOUT SHARSHERET**

Sharsheret, Hebrew for chain, a national cancer organization with five offices (California, Florida, Illinois, New Jersey and New York), serves 250,000 women, families, health care professionals, community leaders and students in all 50 states. Sharsheret improves the lives of Jewish women and families living with or at increased genetic risk for breast or ovarian cancer through personalized support and saves lives through educational outreach.

While our expertise is in young women and Jewish families as related to breast cancer and ovarian cancer, Sharsheret programs serve all women and men.
As a premier organization for psychosocial support, Sharsheret is a member of the Federal Advisory Committee on Breast Cancer in Young Women, works closely with the Centers for Disease Control and Prevention (CDC) and participates in psychosocial research studies and evaluations with major cancer centers, including Georgetown University Lombardi Comprehensive Cancer Center. Sharsheret is accredited by the Better Business Bureau and has earned a 4-star rating from Charity Navigator for nine consecutive years.

What We Do

One-on-One Support for women and their families touched by breast cancer and ovarian cancer (all free, confidential and convenient), featuring:

- Online 24/7 Live Chat
- Mental Health Professionals
- Genetic Counselor
- Peer Support
- Customized Beauty Kits
- Busy Boxes for Children
- Specialized Programming for Women Living with Metastatic Cancer
- Financial Subsidies for Non-Medical Services
- Men’s Educational Resources

Education and Outreach for women, men, families, and community and medical professionals

- Healthcare Webinars
- College Campus Programming
- Community Educational Seminars
- Cultural Competency Trainings
- Comprehensive Resource Booklet Series
- Community Action for Women and Men of all Ages
- B’nai Mitzvah Projects
- Team Sharsheret Races and Walks
- Young Professionals Circle
- Teal and Pink Shabbat
- Local Volunteer Opportunities

For more information and to get involved today, visit us online at www.sharsheret.org or call us at 866-474-2774. Tag us on Instagram @sharsheretofficial

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