

**PEOPLE, BOOK, LAND:
THE 3,500 YEAR RELATIONSHIP OF THE JEWISH PEOPLE WITH THE HOLY LAND**

People, Book, Land: The 3,500 Year Relationship of the Jewish People with The Holy Land is the Simon Wiesenthal Center's new exhibition, developed under the auspices of the United Nations Educational, Scientific, and Cultural Organization (UNESCO) that traces the 35 centuries of the Jewish people's relationship with its land. The exhibit premiered at UNESCO Headquarters in Paris in June 2014 and was launched by UNESCO Director General Irina Bokova and Simon Wiesenthal Center Dean and Founder, Rabbi Marvin Hier. It is scheduled to be displayed at the UN Headquarters in New York and then travel internationally.

People, Book, Land: The 3,500 Year Relationship of the Jewish People with the Holy Land is the first exhibition under United Nations auspices which outlines the historic *raison d'être* for the UN vote to recognize a Jewish homeland in 1947: the remarkable fact that the Jewish people have an uninterrupted 3,500-year relationship with the Holy Land.

Renowned historian Professor Robert Wistrich authored the exhibition that also emphasizes the universal and particularistic values that inspired the unique journey of the Jewish people throughout history and inspired Jews to retain an unbreakable bond and love for centuries their ancestral homeland.

This exhibit is part of the Simon Wiesenthal Center's mandate that includes using its top-tier NGO (non-governmental organization) status to educate the world about the lessons of the Nazi Holocaust, intergroup relations and tolerance and standing for the rights and dignity of people everywhere.