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## Three Top Israeli Inventors Awarded Cash Prizes for Groundbreaking Innovations in Science and Technology

An American Non-Profit,  
Untold News

Hosts First Annual Awards Ceremony to Help Raise National Profile of Israel as a Global Hub of Inventions

**New York, NY (October 14, 2014)—FOR IMMEDIATE RELEASE—**On Wednesday, November 12, three Israeli inventors and winners of the inaugural **Untold News Awards** will be honored during a ceremony emceed by television personality Dave Price at the Harmonie Club, 4 East 60th Street in New York City, from 6:00 to 8:00 pm. Untold News Awards, the 501(c)(3) organization sponsoring the event, is dedicated to promoting Israeli inventors and educating Americans on the positive news about the State of Israel. This year's Untold News Awards applicants were submitted by prestigious Israeli universities, such as Tel Aviv University, Weizmann Institute of Science, Technion Israel Institute of Technology, and the Hebrew University of Jerusalem, amongst others, to a jury of American leaders including Mr. David Schizer, former Dean of Columbia Law School; Dr. Barry Coller, Chief Medical Officer, Rockefeller University; Tony Tether, former Director of DARPA and Heidi Jacobus, Chairman and CEO of Cybernet Systems, to name a few. The panel deliberated and will award each winner a \$10,000 (U.S.) prize. Shortly after their New York appearance, the winners will visit Philadelphia, Boston, and Washington, D.C.

**Untold News** (<http://untoldnews.org>) was founded by lifelong New Yorker and former advertising executive **Marcella Rosen**, who is also the author of ***Tiny Dynamo: How One of the World's Smallest Countries Is Producing Some of Our Most Important Inventions***. Rosen was so impressed by the technological advancements in Israel; she created the organization to celebrate Israelis who make a global impact. On a fact-finding mission, Rosen discovered that Israel is home to almost as many start-ups, inventions, and patents as the entirety of the European Union and has attracted twice as much venture capital per capita as the United States. "My mission," says Rosen, "is to help the world understand that Israel is more than a country at war. Our first ever Untold News Awards reception will showcase three amazing science and/or technology inventors and their inventions, whom the jury and I feel will unequivocally make a mark on the worldwide stage."

Earlier inventions from Israel include the Flash Drive, the Pill Cam (used in endoscopic procedures), Floating Solar Panels, and Drip Irrigation Systems as well as a desalination process for ocean water and a breast tumor freezing process.

### **ABOUT UNTOLD NEWS:**

Marcella Rosen founded Untold News, 501(c)(3), to inform Americans about the positive, non-political aspects of the Middle East and Israel. Rosen is also the author of ***Tiny Dynamo: How One of the World's Smallest Countries Is Producing Some of Our Most Important Inventions*** (Untold News; August 2013; \$14.95 Trade Paperback Original; ISBN: 978-0-9887973-0-7). A Spanish edition of ***Tiny Dynamo, El Pequeño Dínamo*** (Untold News; January 2014; \$14.95 Trade Paperback Original; ISBN 978-0-9887973-5-2) has been released. For more information on Untold News, please visit <http://untoldnews.org> and <https://www.facebook.com/UntoldNews>.

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