



# HEROES

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# PROJECT HEROES

NORTH AMERICA TOUR 2025

COMMEMORATION CONCERT FOR **OCTOBER 7TH HEROES**



[Project-heroes.co.il/en](https://Project-heroes.co.il/en)



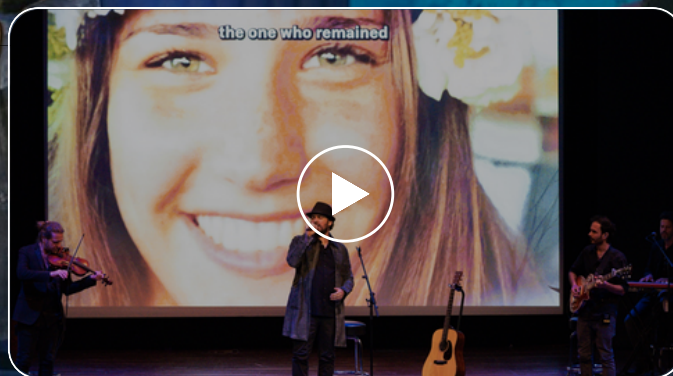
# OCTOBER 7TH HEROES COMMEMORATION CONCERT

We are deeply moved and grateful to return to North America's meaningful stages, continuing to tell the stories of our heroes. The Heroes Commemoration Concert is dedicated to those who gave their lives for us.

Israeli singer and songwriter Gilad Segev, along with his band, creates a **unique and unforgettable experience**.

As Project Heroes, a non-profit, continues to commemorate the Heroes, we invite you to join us in our attempt to reflect their acts and take part in spreading the word and sharing their heroic stories.

## WATCH THE CONCERT PROMO



## WATCH THE MUSIC VIDEO ALBUM

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• גלעד שגב •

1. זו שנשארה - לזכרה של לירון ברדה
2. מלאכים - לזכרם של אריק רותם פריץ
3. נדיים חשופות - לזכרו של יונתן אלעזרי
4. Free - לזכרו של יותם חיים
5. מי האדם - לזכרו של בן שמעוני
6. אתה עם ישראל - לזכרו של טאמר אבו סבילה
7. לנצח בתוכי - לזכרו של נועם אפשטיין
8. Lone soldier - לזכרה של רוז לובין
9. ילד ניבור - לזכרו של ענר שפירא



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# THE CONCERT

The Heroes Commemoration Concert is **an illuminating and unifying experience** dedicated to honoring the heroic acts of October 7th. This event honors those who lost their lives while saving others, each exemplifying a unique aspect of Jewish heroism.

This multimedia stage experience seamlessly blends **live music, songs, and videos with touching documentary scenes**, complemented by **state-of-the-art video artwork, effects, and lighting**.

The **concerts have a modular configuration**, and can extend from a full band concert with additional choir and guests, to a solo lecture educational concert.



# PROJECT HEROES

The October 7th commemoration concert is part of the greater Heroes project, dedicated to **redefining the Jewish people as the exceptional heroes they truly are**.

Our mission is to **shift the narrative from victimhood to heroism**.



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# ABOUT GILAD SEGEV - PASSERBY

Leading the **Project Heroes** is Gilad Segev, an Israeli singer-songwriter and musician **known internationally as Passerby**.



Segev's profound involvement in the project stems from his initial release, "Achshav Tov" dedicated to his brother who lost his life while serving in the IDF. The song garnered widespread recognition, becoming **the most played track on Israeli radio stations** that year.

Subsequently, Segev established a successful career with **10 number 1 hits in Israel** and **millions of followers internationally** for his Passerby project.

Notably, Gilad is the son of a Brigadier General who served as the governor of the Gaza Strip and held the position of the last military attaché in Iran. Additionally, he is the child of a mother who is a Holocaust survivor.

**Gilad's personal narrative intertwines with recent events in various ways.**



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# 2024 TOUR

## SELECTED NORTH AMERICAN MEDIA COVERAGE



[Project-heroes.co.il/en](http://Project-heroes.co.il/en)

[info@project-heroes.co.il](mailto:info@project-heroes.co.il)

*Any income accrued is to cover costs of the tour. All remaining profits will be donated directly to non-profit commemoration efforts for October 7th.*

*Project Heroes is a registered non-profit in both Israel and the U.S. We have non-profit forms that we can provide you with.*

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