



PROJECT HEROES

NORTH AMERICA TOUR 2025

Rise Up: The Heroes Independence Concert



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Watch Trailer

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Heroes Global Tour



Overview

Following the extended 2024 Heroes Tour, which honored the heroes of October 7th across North America, the Heroes Tour will return in 2025 with a new program: **“Heroes Independence Concert.”**

The 2024 tour was featured at major venues and events, including [UJA Federation’s “October 7: One Year Later”](#) gathering in New York’s Central Park, the Nova Exhibition, and the Opera House in Tel Aviv.

The project also expanded its reach to **educational programs on campuses**, inspiring the next generation with powerful experiences of resilience and heroism.



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NEW FOR 2025

RISE UP: THE HEROES INDEPENDENCE CONCERT

Project Heroes continues its mission to redefine the Jewish narrative **from victimhood to heroism**. For 2025, we're excited to introduce a new concert experience that tells the story of our people and celebrates Israel.

Connecting Remembrance with Independence

Rooted in the memory of October 7th, this program bridges **commemoration with a celebration of independence**. It begins by honoring the heroic acts of those who lost their lives to protect others, each embodying a unique facet of Jewish heroism, and culminates in a celebration of our living heroes today. This journey transforms remembrance into a hopeful experience, **uniting the Jewish people through** both somber and triumphant moments.



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The Heroes Concert Experience

The Heroes concert is an **immersive, unifying experience**, featuring a multimedia stage production that seamlessly weaves live music, stories, and video with poignant documentary footage, state-of-the-art video art, lighting, and effects.



Designed to **inspire, empower, and shift perceptions**, this concert offers a rare opportunity to **retell our story** — first to ourselves, then to the world.

With **modular configurations**, it can range from a full-band experience with a choir and guest performers to an adaptable, educational solo lecture that's suitable for smaller or daytime activations.



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More Available Programs



Heroes Commemoration Concert

Experience the **unforgettable tribute to resilience and bravery** with the *Heroes Commemoration Program*. Featuring ten powerful songs and videos, each dedicated to a Hero of October 7th, the performance combines **powerful music, inspiring storytelling, and captivating visuals** on a large screen.

With Gilad joined by his talented band of musicians and a dedicated tech team, this moving concert honors the enduring spirit of those who have since stood as symbols of sacrifice and hope.

Educational Programs: The Hero Within

This **engaging lecture presentation** combines solo live performances, powerful videos, and an interactive Q&A session. It is designed to **connect students to their Hero Within** and apply the timeless values of courage and heroism in everyday life.

Designed primarily for Jewish day schools, high schools, and university campuses, this program offers tools to navigate challenges, confront antisemitism, and **embrace Jewish identity with resilience and confidence**. It can also be adapted for general audiences or tailored to specific demographic groups.



Conferences & Events

Bring the powerful message of the Heroes to your **conference or event** with a customized performance. Whether it's an intimate solo appearance or a dynamic showcase with select band members, **we can tailor the experience to fit your needs**.

Performances typically include a shorter set of 2-5 songs and stories, accompanied by moving visuals that help create a **deeply engaging and immersive experience for your audience**. Pricing is flexible and designed to reflect the scale and needs of your event. The songs can be chosen from any program according to the event subject.



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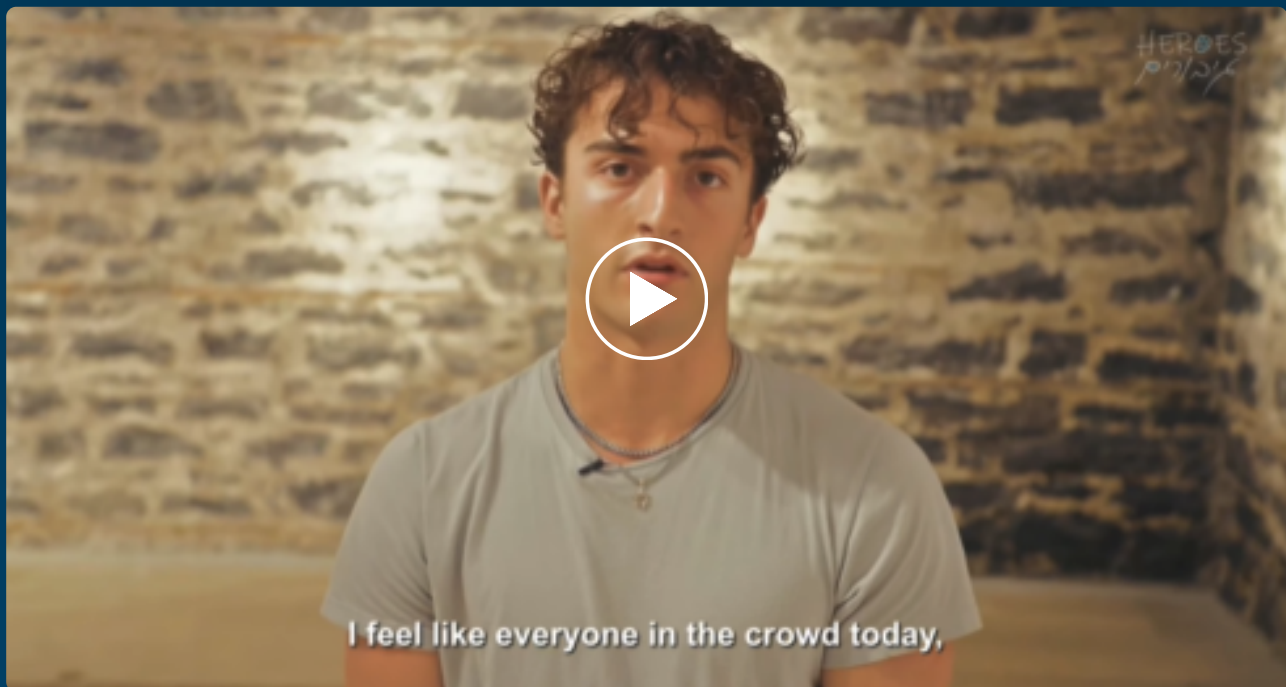
Redefining the Jewish Narrative

In these challenging times, both in Israel and throughout the global diaspora, the narrative of heroism has emerged as a source of profound **strength and inspiration**. It **uplifts the spirit** of our people while instilling confidence and resilience in individuals of all ages, empowering them to navigate adversity and uncertainty with courage and determination.

Instilling Strength During Challenging Times

The Heroes program has been particularly **meaningful for students**, who resonate deeply with these stories of bravery and discover reflections of their own journeys within them. Through these narratives, the program equips students with **practical tools** to confront the challenges of their harsh realities with strength, hope, and heart.

Students talk about 'Heroes'



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Partnering for a Global Mission

As a non-profit initiative known as the “Jewish Heroism Experience for Humanity,” Project Heroes has **partnered with leading organizations** such as StandWithUs, the JCCA, the Jewish Agency, and the Israeli Foreign Ministry, as well as philanthropic supporters worldwide.

Thanks to these partnerships, the Heroes Tour in 2025 offers **partially subsidized performances**, making the program more accessible to communities.



Selected Media Coverage



JEWISH JOURNAL



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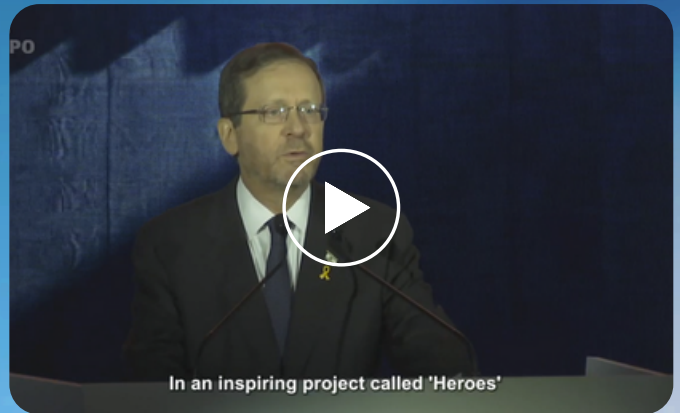


Testimonials



“ President of the State of Israel Isaac Herzog

As Project Heroes brings to light – even in the darkest hours, we stood witness to the fortitude, courage, resilience and compassion that make our people. To the eternal Jewish and Israeli spirit that refuses to be broken.



**Taken from the President's Medal
for Civilian Heroism Ceremony**



“ 92nd Street Y, New York Susan Engel, Executive Director

On behalf of the 92nd Street Y, I want to thank you for bringing “Heroes” to our stage.

The performance was not only informative and enlightening, but transformative -- every person in the audience felt their hearts expanded and lives enriched by having seen it tonight.

The entire production was first rate – the musicians, the visual elements, and of course, Gilad's beautiful voice, echoing in more ways than one, the many voices of Jewish heroism through the ages.



“ JCC Palo Alto Ronit Jacobs

What sets Project Heroes apart is its extraordinary fusion of music and storytelling, creating an emotionally resonant experience that touches the heart of every audience member.

Gilad's masterful integration of original music with personal narratives transformed these stories into something truly transcendent.

