



The Hero Within

Project Heroes - Educational Program

About Project HEROES

Project Heroes, also known as the “Jewish Heroism Experience for Humanity”, seeks to shift the narrative of the Jewish people from one of victimhood to one of heroism. It aims to redefine the principles and values of Jewish heroism, which have been uniquely shaped over time.

Launched with the **October 7th Heroes Commemoration** program, the Heroes Project has quickly made a significant impact.

It has garnered extensive **media coverage**, brought **Heroes concerts** to stages in North America and in Israel, and developed educational initiatives in partnership with organizations like **StandWithUs** and **Birthright**.

The project has also received endorsements from prominent figures, including Israeli **President Itzhak Herzog**, who contributed the foreword to the Heroes book.



The Hero Within

Educational Program

This engaging lecture combines solo live performances, powerful videos, and an interactive Q&A session. It connects students to their Hero Within, applying timeless values of courage and heroism in everyday life.

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

Students talk about 'Heroes'



More About the *Hero Within* Experience

The event highlights Jewish heroes of all time, from the biblical eras to recent times, showcasing the greatest heroism stories and its modern reflections. Gilad Segev's works to preserve these inspiring stories, and linking them to students' personal journey, on the personal level.

Doing so, the program doesn't only empower the students, but also has proven to provide practical tools for self-expression, resilience, and confronting antisemitism, empowering students to face challenges with confidence.

The students are encouraged to express their feelings during the visit. As they do so, they are guided for options to possibly resolve their identity inner and external conflicts, Which results also by conserving their emotional energy for empowerment and later, personally sharing the light of heroism.



Project-heroes.co.il/en

HEROES
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About Gilad Segev

Project Heroes Visionary

Leading the **Project Heroes** is Gilad Segev, an award winning Israeli singer-songwriter, musician and author, 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.



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.”

