



# HEROES גיבורים



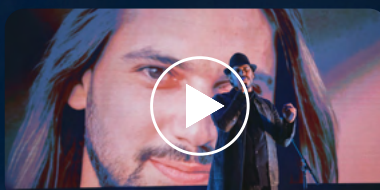
## PROJECT HEROES

OCTOBER TOUR 2025 | NORTH AMERICA

COMMEMORATION CONCERT FOR OCTOBER 7TH HEROES



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

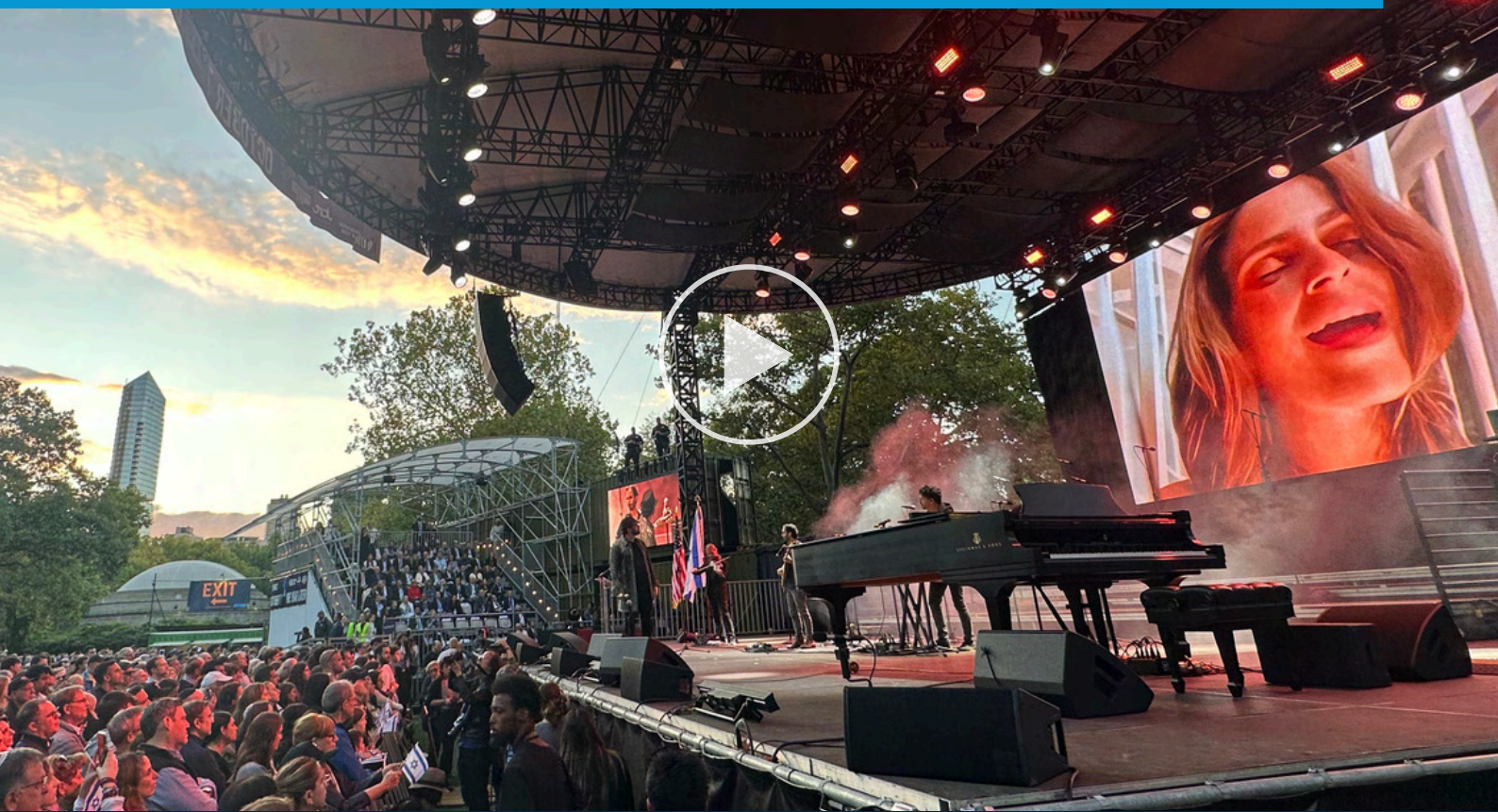


WATCH TRAILER

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# EXPERIENCE THE POWER OF THE HEROES CONCERT

WATCH: CENTRAL PARK OCTOBER 7TH COMMEMORATION: ONE YEAR LATER



## Overview

Project Heroes continues its mission to **redefine the Jewish narrative from victimhood to heroism**. The Heroes Commemoration Concert is an **illuminating** and **unifying** experience dedicated to honoring the heroic acts of October 7th. This event pays tribute to those who lost their lives while saving others, each embodying a unique facet of Jewish heroism. As we approach the second anniversary of that fateful day, their legacies continue to inspire, serving as a testament to courage that will live on forever.

Following the extended Heroes Tour - with powerful stops at major venues and events including **UJA Federation's** "October 7: One Year Later" in New York's Central Park, the **Nova Exhibition**, and the **Opera House** in Tel Aviv - we are deeply honored and humbled to return to the meaningful stages across North America.

As a non-profit, Project Heroes is committed to honoring the Heroes and sharing their legacies. We invite you to join us in reflecting their courage and spreading their stories far and wide.



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# October 7th Heroes Commemoration Concert

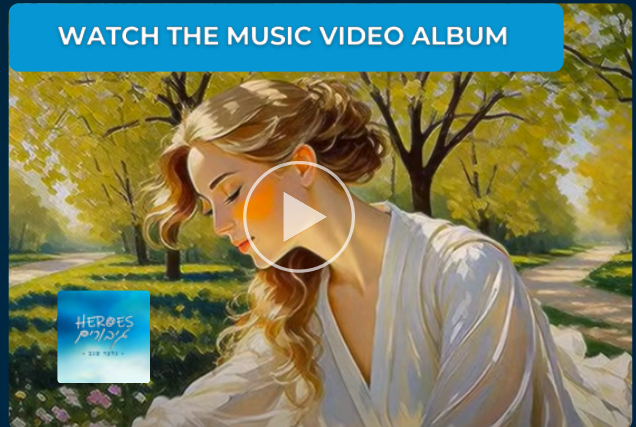
Featuring ten powerful songs and videos, each dedicated to a hero of October 7th, this **multimedia stage** experience seamlessly blends **live music**, **inspiring storytelling**, and **captivating visuals** on a large screen. Joined by his gifted band and devoted tech team, Gilad leads a moving concert that honors the enduring spirit of those who have become powerful symbols of sacrifice and hope.

Its **modular** format allows for flexibility, ranging from a full-band concert with an additional choir and special guests to an intimate solo lecture.

WATCH THE CONCERT PROMO



WATCH THE MUSIC VIDEO ALBUM



## Project Heroes on Campus

In these challenging times, both in Israel and throughout the global diaspora, the **narrative of heroism** has become a profound source of strength, unity, and hope. In response, we've expanded the project's reach through **educational programs on campuses**, actively inspiring the next generation with powerful stories of resilience and heroism that resonate deeply and leave a lasting mark on their hearts and minds.

These stories don't just reflect the past - they shape a future grounded in courage, memory, and meaning.



WATCH 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.

**StandWithUs**

**JCC Association**  
of North America

**UJA** Federation  
NEW YORK

**TAGLIT**  
BIRTHRIGHT  
ISRAEL



**CIJA** Canadian.  
Jewish.  
Advocacy.



**92NY**

## Selected Media Coverage



**CBS**



**DIGITAL JOURNAL**



**JEWISH JOURNAL**



**JTA**



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# About Gilad Segev

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**," which is dedicated to his brother who lost his life while serving in the IDF. The track garnered widespread recognition, becoming the **most played song on Israeli radio** stations that year.

Subsequently, Segev established a successful career with **ten 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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# 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.



**“ 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.



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