

FOR IMMEDIATE RELEASE

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**THE JEWISH FREE LOAN ASSOCIATION RECEIVES MAJOR GIFT
TO ESTABLISH FUND FOR IN VITRO FERTILIZATION EXPENSES**

LOS ANGELES - The Jewish Free Loan Association (JFLA) is thrilled to announce the creation of an exciting new program – the **Feit 4 Kidz Fertility Loan Fund**. Thanks to a generous gift from Alan and Emily Feit, JFLA can now address the needs of Jewish couples in Southern California struggling with in vitro fertilization bills and expenses by providing them with interest-free loans of up to \$15,000.

According to the American Society of Reproductive Medicine, the average cost of an IVF cycle in the United States is \$12,400. With the creation of this fund, JFLA hopes to relieve the financial burden that mounting expenses related to in vitro fertilization can place upon families struggling to conceive. For years, JFLA has been granting loans designed to help members of the community with similar expenses, but this generous cornerstone gift from the Feit family marks the first specific fund designed for this purpose, and will enable the agency to reach more couples in need within the Jewish community. An event will be held in the fall to raise awareness and additional funds for the Feit 4 Kidz Fund.

“We are thrilled with our newest fund, and hope this gives Jewish couples in Los Angeles some relief – we can think of nothing more wonderful than playing a part in helping a family expand and grow,” said JFLA CEO Mark Meltzer. “Our hope is to always be there for the needs of our community, whatever they may be.”

The Jewish Free Loan Association is a nonprofit agency offering assistance to people of all faiths facing financial challenges. For more than 100 years, JFLA has provided a helping hand instead of a handout to hundreds of thousands of people through interest-free loans for emergencies, education, developing small businesses, healthcare and life cycle events. JFLA is a source of economic justice in the community, providing cash in hand to empower borrowers and promote self-sufficiency. For more information, visit us at www.JFLA.org or call (323) 761-8830.

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