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**FOR IMMEDIATE RELEASE**

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**High Atlas Foundation's Fifth Annual New York City Reception:  
Moroccan *Hefla* to Raise Funds for Fruit Tree Planting in Rural Morocco**

**New York, NY:** The [Board of Directors](#) of the High Atlas Foundation (HAF) will host its fifth annual New York City reception – a Moroccan *hefla* – on the evening of **Friday, November 6<sup>th</sup>** (7pm-10pm) at the [American Institute of Architects New York](#). Approximately 150 guests, including Moroccan expatriates, returned Peace Corps Volunteers, politicians, business leaders, and academicians, will take part in the evening's festivities that include Moroccan hors d'oeuvres, a traditional tea pouring ceremony, henna artists, and music.

The event will raise funds for fruit tree planting with rural Moroccan communities, including 20,000 walnut and cherry tree saplings for the [Kate Jeans-Gail Tree Nursery Memorial](#). Since 2003, HAF has planted nearly 150,000 fruit trees, benefitting 20,000 rural people, with the goal of planting **one million trees** throughout Morocco. Individual **tickets** are being sold for **\$100, \$75, and \$50** – \$1 plants one sapling in a community tree nursery. Tickets can be purchased at <http://moroccanhefla.eventbrite.com>.

Honorary Event Chairs include **H.R.H. Princess Lalla Meryem** • **Aicha Afifi**, Former Deputy Chief of Mission of the Moroccan Embassy, Washington DC • **Carol Bellamy**, Former Director of Peace Corps • **John Entelis, PhD**, Director of the Middle East Studies Program, Fordham University • **Madison Jones**, Former Director of Peace Corps Morocco • **Ambassador Samuel L. Kaplan**, US Ambassador to Morocco and **Mrs. Sylvia C. Kaplan** • **Mohamed Karmoune**, Consul General for the Consulate of the Kingdom of Morocco in New York • **James Miller, PhD**, President of the American Institute of Maghrib Studies • **Darcy Neill**, Former Director of Peace Corps Morocco • **Jody Olsen, PhD**, Former Deputy Director of Peace Corps • **Driss Ouauicha, PhD**, President of Al Akhawayn University • **Kevin Quigley, PhD**, President of the National Peace Corps Association • **Tim Resch**, President of Friends of Morocco • **Ambassador Frederick Vreeland**, Former US Ambassador to Morocco.

This event is sponsored by the **Association of Moroccan Professionals in America (AMPA)** • **Café Medina** • **Green Sahara Furniture** • **Jeanne Beatrice** • **Moroccan Prestige** • **Riverview Restaurant & Lounge** • **SigEp** • **Simon Russell Photography** • **Sintir**.

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The High Atlas Foundation, a nonprofit organization founded by former Peace Corps Volunteers, works to establish development projects in rural Morocco that communities design and manage, and that are in partnership with government and non-government agencies.

[www.highatlasfoundation.org](http://www.highatlasfoundation.org)