



HOLOCAUST SURVIVOR SPEAKER SERIES: IMPACTFUL TESTIMONIES WITH LEADING MEDIA AND TECH COMPANIES

As the number of living Holocaust survivors dwindles with each passing year, the time will soon come when it will no longer be possible to hear first-hand accounts of the unimaginable horrors the Jewish people endured at the hands of the Nazis.

A survey conducted by the Conference on Jewish Material Claims Against Germany found that 63% of millennial and Gen-Z age respondents in the United States did not know that six million Jews were murdered in the Holocaust and 48% could not identify even one Nazi concentration camp by name.

To ensure that the atrocities of the past are never repeated, it is vital for the lessons of history to be passed down to future generations, and there is no more effective way to do this than to have Holocaust survivors share their personal stories with young people today.

In response, the Combat Antisemitism Movement (CAM) and Zikaron BaSalon launched in early 2023 an ongoing initiative to bring Holocaust survivors to media organizations and technology companies. Through the Survivor's testimony, staff and employees have the rare opportunity to not only become witnesses to one of the most horrific times in human history, the Nazi-orchestrated genocide during World War II, based on

first-hand accounts, but also learn about the perils of resurgent antisemitism eight decades later.

Participants have included Snap Inc., Google, Matterkind, *theSkimm*, *The Dallas Morning News*, *The Tennessean*, *The Washington Times*, and National Religious Broadcasters, among others.

In these intimate face-to-face encounters, including question-and-answer opportunities, Holocaust survivors explain in detail how their worlds were shattered by the Nazis, their families exterminated, their homes destroyed, and all their livelihoods forcibly taken away from them their families exterminated, their homes destroyed, as well as how they rebuilt their lives once the war was over.

Survivors also share their insights on how bigotry must be confronted in today's society before it spreads beyond repair.

It has been said, "The Holocaust didn't start with the gas chambers. It started with words." Media and tech companies have a huge influence on public discourse, and with information spreading more rapidly than ever before, they have a moral obligation to take a stand against prejudice and join the collective effort to combat hatred and extremism.

