MANIPULATING THE NARRATIVE:

ANTISEMITIC DISCOURSE AND INAUTHENTIC ENGAGEMENT TARGETING CONGRESSWOMAN ANNA PAULINA LUNA

COMBAT ANTISEMITISM MOVEMENT

A Cyabra Report

February 28, 2025

OVERVIEW: OUR MISSION

PURPOSE

This investigation examines the online discourse surrounding Congresswoman Anna Paulina Luna after she announced that she would be the chair of the Task Force on Declassification and Transparency on February 11, 2025. The study aims to uncover the key themes used to discredit Congresswoman Luna, the online reach of these antisemitic conspiracy theories targeting the congresswoman and her task force, and the role inauthentic accounts played in amplifying these narratives and manipulating online engagement.

APPROACH

Conducted from February 11 to February 25, this investigation analyzed conversations on X and Facebook, tracking key narratives, hashtags, and engagement patterns. The study examined both authentic and inauthentic profiles, assessing their role in driving discourse around Congresswoman Luna. Using advanced analytics, the research identified coordinated messaging, inauthentic engagement, and the broader spread of conspiracy theories.

FINDINGS

- Antisemitic narratives targeting Congresswoman Luna were widespread, centered around three primary themes: accusations that she is a "Zionist puppet" working to suppress the release of classified documents and conceal Jewish or Zionist involvement in the assassination of President Kennedy; claims that she changed her last name to hide her Jewish identity and subvert the task force by covering up evidence confirming the Jewish or Zionist role in the assassination of President Kennedy; and defamatory attacks alleging she previously worked as a stripper to undermine her credibility as the chair of the task force.

- Collectively, these narratives generated 252,000 engagements and had a potential reach of 382 million views, demonstrating their significant impact on online discourse.

- On average, 18% of the profiles engaging directly with four key posts from Congress Luna's official X account were identified as fake. These inauthentic accounts played a critical role in amplifying antisemitic rhetoric, frequently commenting on her posts to reinforce negative sentiment and disinformation.

- 49% of the fake profiles engaging with Congresswoman Luna's account were created within the past year, suggesting a deliberate effort to introduce newly established inauthentic accounts into discussions about her. This indicates a coordinated attempt to manipulate public perception by systematically injecting misleading content into online conversations by unknown actors.

SECTION A: ANTISEMITIC NARRATIVES TARGETING CONGRESSWOMAN ANNA PAULINA LUNA

This section examines the prominent antisemitic narratives that emerged in online discourse surrounding Congresswoman Anna Paulina Luna. These narratives, driven by misinformation, conspiracy theories, and targeted personal attacks, aimed to undermine her credibility, question her integrity, and frame her as part of a broader Jewish or Zionist conspiracy.

Cyabra's analysis identified three dominant narratives that gained substantial traction across social media platforms:

- Claims that Congresswoman Luna is a "Zionist puppet" working to suppress the release of classified documents to conceal Jewish involvement in historical events such as the assassination of John F. Kennedy and the Epstein files.

- False allegations that she changed her last name from Mayerhofer to hide her Jewish identity and cover for Israeli influence in her role.

- A defamatory campaign falsely claiming that she worked as a stripper, leveraging personal attacks to discredit her while incorporating antisemitic rhetoric to reinforce broader conspiratorial themes.

These narratives collectively generated 252,000 engagements and had a potential reach of 382 million views, illustrating the extent to which misinformation and antisemitic discourse permeated online discussions. This section will provide a detailed breakdown of each narrative, analyzing its spread, impact, and role in shaping public perception of Congresswoman Luna and her position in the Task Force on the Declassification of Federal Secrets.

ANALYZING ANTISEMITIC DISCOURSE SURROUNDING CONGRESSWOMAN ANNA PAULINA LUNA

Cyabra conducted a comprehensive analysis of online conversations surrounding **Congresswoman Anna Paulina Luna from February 11 to February 25, 2025**, scanning keywords and hashtags across Facebook and X. The analysis included variations of her name, her former last name "Mayerhofer," and terms frequently associated with antisemitic narratives, such as Zionist, puppet, Jews, Mossad, and AIPAC.

The system sampled **3,787 profiles** that contributed to the discourse, generating a total of **5,501 posts and comments** related to these narratives.

While fake accounts were present in the discussion, accounting for 9% of the profiles, this figure aligns with Cyabra's average benchmark for inauthentic engagement in similar online conversations. Notably, no evidence of coordinated bot activity was detected, suggesting that the broader antisemitic online discourse was largely organic rather than driven by automation. However, as detailed in later sections of this report, fake profiles played a more targeted role in engagement strategies rather than shaping the overall discussion.
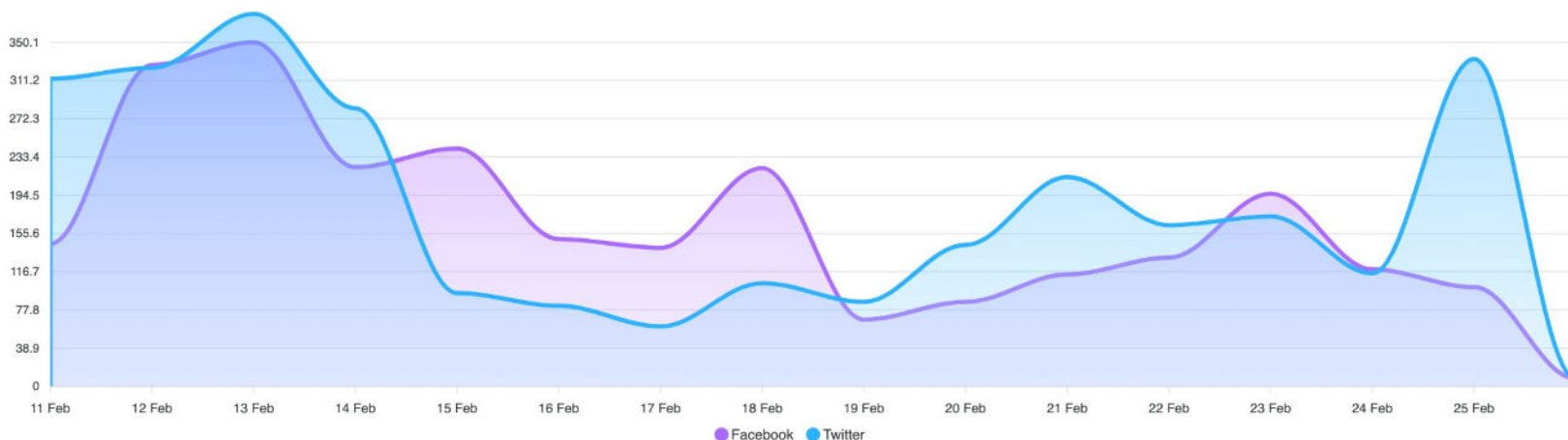
TOTAL PROFILES	INAUTHENTIC PROFILES	AUTHENTIC PROFILES
3,787	**359** — 9%	**2,904** ———— 76%

The following graph illustrates the volume of antisemitic discourse surrounding Congresswoman Luna from Feb 11–25, highlighting peak activity on Feb 12–14 following the public announcement of her appointment as chair of the Task Force on the Declassification of Federal Secrets. X drove the majority of engagement, while Facebook followed similar but lower trends. Notably, these **peaks align with Congresswoman Luna's statements on her official accounts**, which were also referenced and amplified within coordinated networks, further fueling the spread of antisemitic narratives.

ANTISEMITIC NARRATIVES TARGETING CONGRESSWOMAN ANNA PAULINA LUNA
"ZIONIST PUPPET" ALLEGATIONS

An analysis of online discourse surrounding Congresswoman Anna Paulina Luna identified **three prominent antisemitic narratives aimed at discrediting her credibility**, questioning her integrity, and framing her as part of a broader Jewish or Zionist conspiracy. These narratives, which spread widely across social media, were amplified through misinformation, conspiracy theories, and targeted attacks, generating significant engagement.

One of the most widely circulated narratives **accused Congresswoman Luna of being a "Zionist puppet"** installed by Israel and Jewish interests to suppress the release of classified documents and cover up alleged Jewish involvement in historical events such as the assassination of John F. Kennedy and the Epstein files. This claim sought to portray her as complicit in a larger effort to manipulate government transparency, suggesting that **her role was not to uncover the truth but to conceal it**.

This narrative was spread by **425 profiles**, which collectively published **543 posts and comments**, generating **113,000 engagements** and a potential reach of **139 million views**. The repeated amplification of this claim contributed to a sustained effort to undermine Congresswoman Luna's credibility and reinforce antisemitic tropes about Jewish control over political and historical events.

Fred Katz
@katzfred95

There's Bibi standing next to one of the Zionists little groomed up Puppets, Congresswoman Luna.

11:00 PM · Feb 14, 2025 · **4** Views

FAKE

Ohhhhhh boyyyy
@dongfidence

Release everything now. We all know Israel was involved, along with the Mafia, Cuban exiles, and of course, the CIA. You can cover up Israel's involvement but the public already knows. Cat's out of the bag, Ms. Mayerhofer

11:46 AM · Feb 14, 2025 · **4** Views

REAL

Piper
@WatsonOtisBro

a task force led by a Jewish X stripper Anna Mayerhofer (Luna) says it all 😂. another cover up, here we go again...

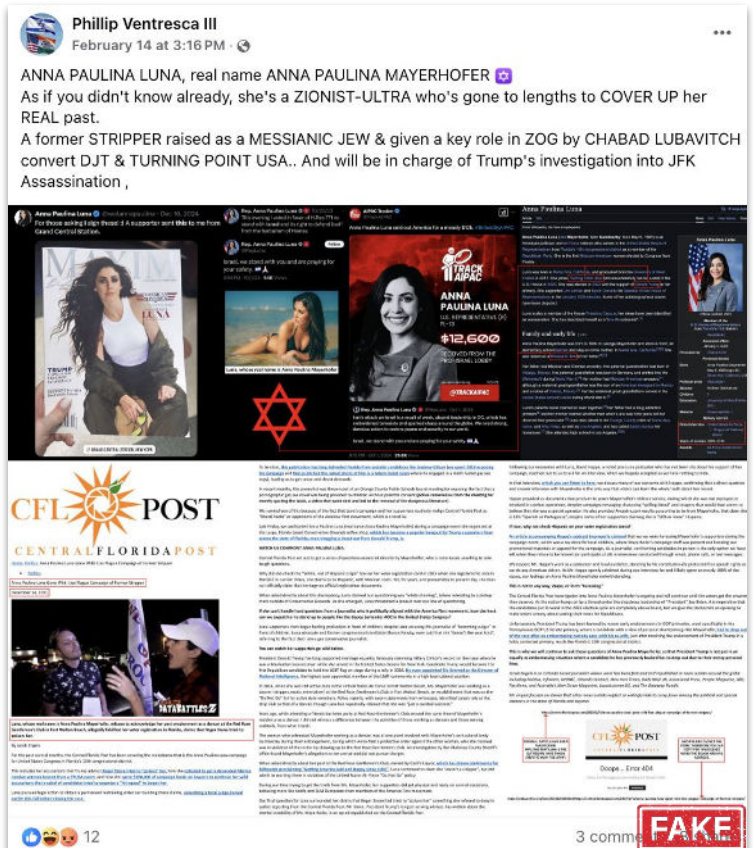5:41 PM · Feb 18, 2025 · **173** Views

FAKE

ANTISEMITIC NARRATIVES TARGETING CONGRESSWOMAN ANNA PAULINA LUNA
FALSE CLAIMS OF CONCEALING JEWISH IDENTITY

A widely circulated narrative falsely accused Congresswoman Anna Paulina Luna of **changing her last name to hide her Jewish identity**, alleging that this was part of an effort to obscure Israeli influence over her role in the declassification task force. Discussions surrounding her former last name, "Mayerhofer," **framed the name change as evidence of deception**, reinforcing antisemitic tropes about hidden Jewish control in political institutions.

This narrative was amplified by **522 profiles**, which collectively produced **784 posts and comments**, generating **84,000 engagements** and potentially reaching an estimated **142 million views**. Many of these discussions focused on discrediting Congresswoman Luna's legitimacy, suggesting that her appointment was not coincidental but strategically planned to ensure that Israel could manipulate the declassification process.

The persistent repetition of this claim demonstrates an effort to **spread doubt about Congresswoman Luna's background and integrity**. While no evidence supports these accusations, their widespread engagement reflects the effectiveness of misinformation campaigns in shaping public perception.

Aaron D @resist4freedom

It's Mayerhofer.

Communist agents change their last name to blend to their new environment.

3:19 AM · Feb 25, 2025 · 231 Views

FAKE

citygrrrl @citygrrrl

A zionist who changed her name from Anna Mayerhofer, to hide her jewish heritage is overseeing the declassification of JFK documents that Israel has been trying to keep classified for 60+ years? We will never know the truth.

7:00 PM · Feb 12, 2025 · 248 Views

REAL

Dingo @the_great_dingo

Synagogue of Ssatan change their last names to hide they're the synagogue of ssatan, huh Anna Paulina Mayerhofer?!

1:56 AM · Feb 15, 2025 · 9 Views

REAL

Phillip Ventresca III
February 14 at 3:16 PM

ANNA PAULINA LUNA, real name ANNA PAULINA MAYERHOFER
As if you didn't know already, she's a ZIONIST-ULTRA who's gone to lengths to COVER UP her REAL past.
A former STRIPPER raised as a MESSIANIC JEW & given a key role in ZOG by CHABAD LUBAVITCH convert DJT & TURNING POINT USA.. And will be in charge of Trump's investigation into JFK Assassination ,

FAKE

ANTISEMITIC NARRATIVES TARGETING CONGRESSWOMAN ANNA PAULINA LUNA

FALSE CLAIMS ABOUT CONGRESSWOMAN LUNA'S PAST

Another narrative aimed at discrediting Congresswoman Anna Paulina Luna focused on personal attacks rather than policy or political affiliations. **This discourse falsely claimed that Congresswoman Luna had worked as a stripper in the past**, using this accusation to undermine her credibility and legitimacy in her role. In many instances, these claims were combined with antisemitic rhetoric, portraying her as both unworthy of public office and part of a broader Jewish conspiracy to manipulate government processes.

This narrative was spread by **125 profiles**, resulting in **170 posts and comments**, generating **55,000 engagements**, with an estimated potential reach of **101 million views**. Unlike other narratives that focused on political manipulation or antisemitic conspiracies, this attack relied on personal defamation to undermine public perception of Congresswoman Luna's leadership and credibility.

SECTION B: ANALYZING ENGAGEMENT WITH CONGRESSWOMAN LUNA'S OFFICIAL X ACCOUNT

This section provides an in-depth analysis of engagement with Congresswoman Anna Paulina Luna's official X account (@RepLuna), focusing on four key posts related to her appointment as Leader of the Task Force on the Declassification of Federal Secrets. The objective of this investigation is to examine the primary antisemitic narratives targeting the Congresswoman, including accusations of being a "Zionist puppet," claims that she is covering up for Israel, and conspiracy theories alleging Jewish influence over government decisions.

Beyond analyzing the content of these narratives, this investigation assesses whether their spread was organic or the result of a coordinated effort. Using advanced analytical methodologies, the research evaluates account authenticity through key indicators such as creation dates, engagement frequency, posting behavior, and content originality. While both authentic and inauthentic accounts contributed to the discourse, special attention is given to fake profiles that played a disproportionate role in amplifying these narratives.

Further analysis reveals patterns indicative of orchestration, including synchronized posting behavior, repetitive messaging, and the systematic dissemination of targeted rhetoric. Additionally, it examines whether these activities align with broader disinformation campaigns aimed at shaping public perception of Congresswoman Luna's credibility and her role within the task force.

By exposing the extent and impact of both authentic and inauthentic engagement, this section provides critical insights into the manipulation of online discourse and its implications for platform integrity. Understanding these tactics is essential to identifying and countering disinformation networks and recognizing how they influence public narratives at scale.

ANTISEMITIC DISCOURSE SURROUNDING CONGRESSWOMAN LUNA'S OFFICIAL X ACCOUNT

Cyabra conducted an in-depth analysis of the **online discourse surrounding Congresswoman Anna Paulina Luna's official X account** (@RepLuna) following her appointment as chair of the Task Force on the Declassification of Federal Secrets. The investigation, spanning February 11 to February 25, examined sentiment trends, key narratives, and the role of fake accounts in shaping discussions about her new position.

During this period, sentiment was predominantly negative, with significant peaks on February 11, 14, 19, and 25. These spikes aligned with posts Congresswoman Luna made on @RepLuna regarding the task force's activities, suggesting that her statements triggered heightened engagement and backlash.

Preliminary findings indicate that **antisemitic conspiracy theories were actively spread** in response to Congresswoman Luna's leadership in the task force. The amplification of these narratives appears to be partially driven by coordinated engagement from fake accounts, highlighting a **potential disinformation effort**.
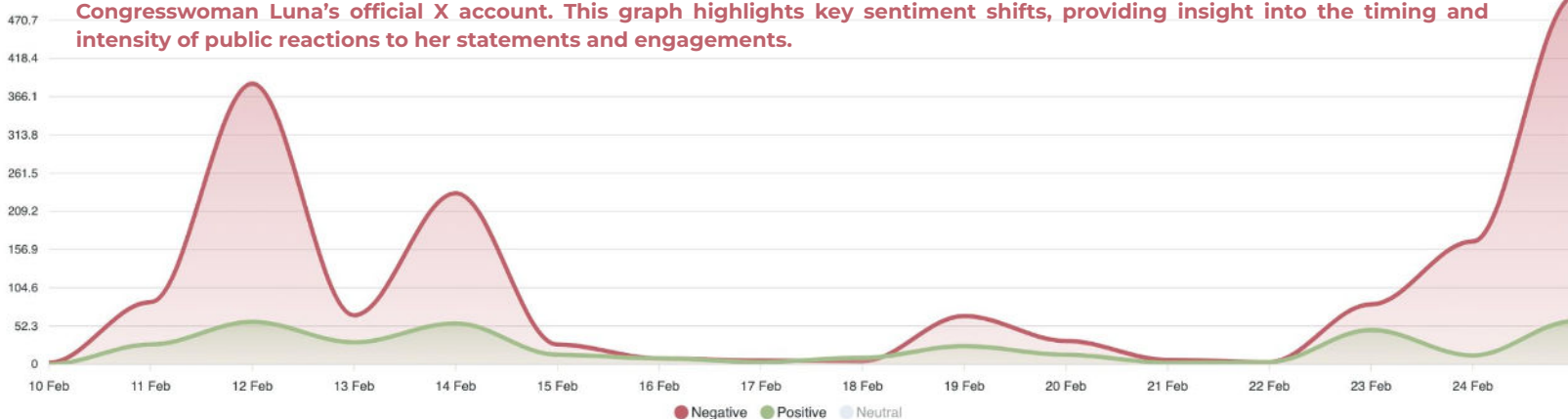
@RepLuna

1,840 Accounts Examined

2,030 Comments Generated

784 Negative Spreaders **(42%)**

The sentiment graph represents fluctuations in sentiment over time, differentiating between negative and positive comments on Congresswoman Luna's official X account. This graph highlights key sentiment shifts, providing insight into the timing and intensity of public reactions to her statements and engagements.
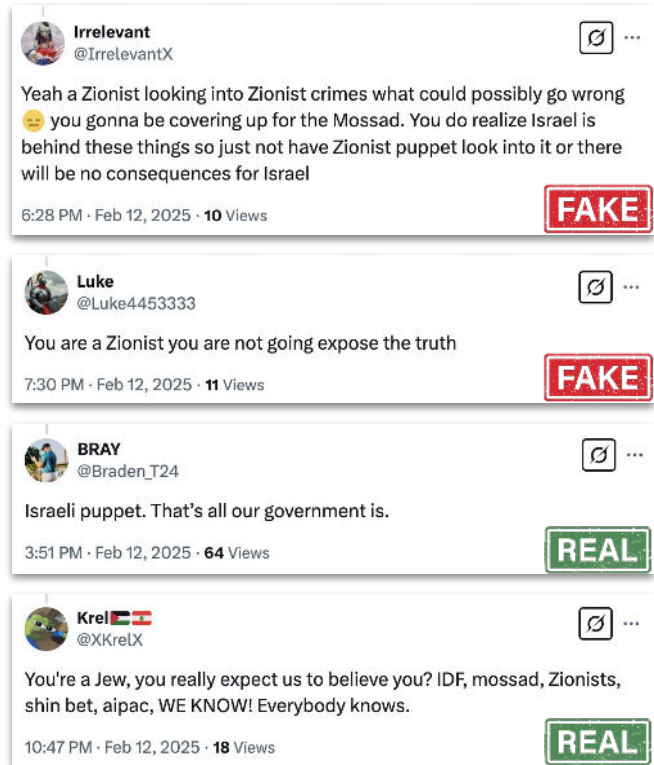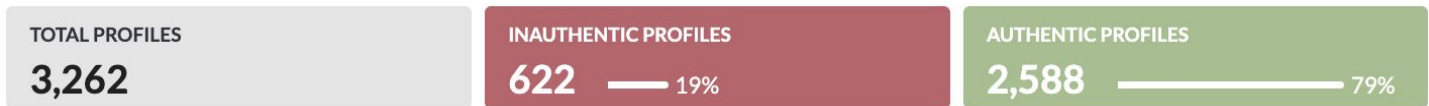

● Negative ● Positive ● Neutral

FEBRUARY 11: FAKE ACCOUNTS TARGET CONGRESSWOMAN LUNA'S ANNOUNCEMENT

On February 11, Congresswoman Anna Paulina Luna announced her appointment as chair of the Task Force on the Declassification of Federal Secrets in a post on X. The announcement quickly gained significant traction, accumulating 2.5 million views and generating over 50,000 engagements.

An analysis of the online discourse revealed that **antisemitic narratives were actively circulating in response to Congresswoman Luna's appointment**, including claims that she is "Israel's puppet", accusations of dishonesty based on her alleged Jewish identity, and assertions that she is unfit for the position. These narratives were spread by both real and fake accounts, creating a sustained and hostile conversation around her leadership.

Cyabra's investigation found that **19% of the comments—equivalent to 622 profiles—came from fake accounts**. While real users contributed to the spread of these narratives, fake profiles played a critical role in amplifying the discussion by flooding the comments with inflammatory content. Many of these accounts engaged in repetitive posting patterns, ensuring that antisemitic rhetoric remained prominent in replies and interactions with Congresswoman Luna's profile.

TOTAL PROFILES	INAUTHENTIC PROFILES	AUTHENTIC PROFILES
3,262	**622** — 19%	**2,588** — 79%

FEBRUARY 14: FAKE ACCOUNTS AMPLIFY ANTISEMITIC NARRATIVES FOLLOWING CONGRESSWOMAN LUNA'S VIDEO

On February 14, Congresswoman Anna Paulina Luna released a video outlining the mission and objectives of the newly established Task Force on the Declassification of Federal Secrets. The post attracted 1.8 million views and generated 18,000 engagements.

An analysis of the discourse surrounding this post revealed a notable spread of antisemitic narratives, with accusations that **Congresswoman Luna was a "Jewish gatekeeper"** and baseless claims that she was **accepting bribes from Israel and AIPAC**. These narratives were propagated by both real and fake accounts, fueling a coordinated effort to discredit her integrity and question her suitability for the role.

Cyabra's investigation identified that **18% of the comments—equivalent to 672 profiles—originated from fake accounts**. The fake accounts played a crucial role in intensifying the discourse, repeatedly posting content to ensure the persistence of antisemitic rhetoric in the comments section.

TOTAL PROFILES	INAUTHENTIC PROFILES	AUTHENTIC PROFILES
3,579	**672** —— 18%	**2,859** ———— 79%

FEBRUARY 19: FAKE ACCOUNTS DISTORT REACTIONS TO CONGRESSWOMAN LUNA'S "TRUTH AND TRUST" MESSAGE

On February 19, Congresswoman Anna Paulina Luna shared a concise yet direct statement on X, declaring: "The TRUTH will be revealed, and TRUST will be restored!". The post, emphasizing transparency and accountability in her role as chair of the Task Force on the Declassification of Federal Secrets, garnered 1 million views and over 21,000 engagements, drawing significant attention and discussion.

A detailed engagement analysis revealed that **17% of the comments—equivalent to 556 profiles—originated from fake accounts**. While authentic users participated in the broader discourse, inauthentic profiles played a disproportionate role in amplifying antisemitic narratives and driving hostile engagement patterns.

These fake accounts engaged in coordinated efforts to undermine Congresswoman Luna's credibility, disseminating targeted misinformation. A recurring theme within this disinformation campaign was the accusation that Congresswoman **Luna was an "AIPAC puppet,"** a narrative strategically crafted to portray her as compromised by external Jewish or Zionist influence. Additionally, many of these accounts dismissed Congresswoman Luna's statement as empty rhetoric, calling for **concrete actions over words** and further intensifying skepticism toward her role and intentions.
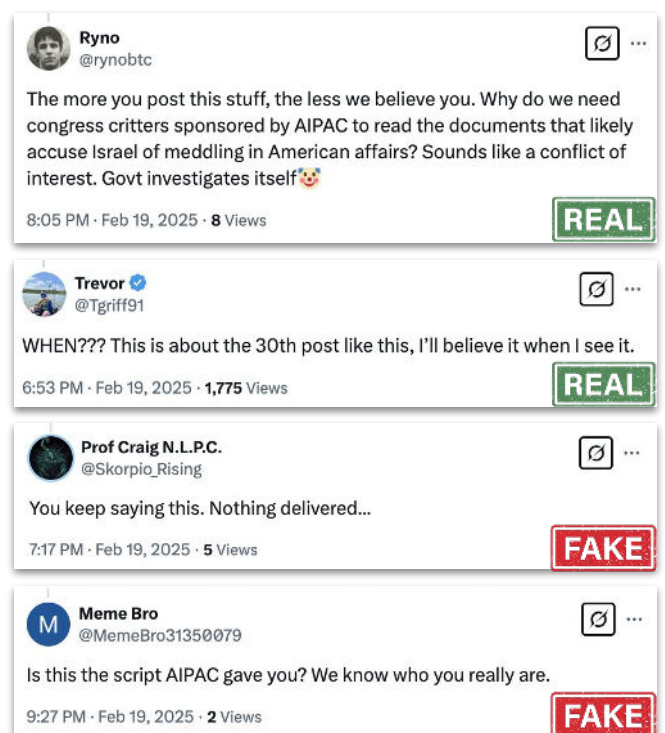
TOTAL PROFILES	INAUTHENTIC PROFILES	AUTHENTIC PROFILES
3,187	**557** —— 17%	**2,584** ———— 81%

Rep. Anna Paulina Luna ✓ 🔴
@RepLuna

The TRUTH will be revealed, and TRUST will be restored!

6:50 PM · Feb 19, 2025 · **1M** Views

💬 3.2K   🔁 2.2K   ❤️ 16K   🔖 190

Ryno
@rynobtc

The more you post this stuff, the less we believe you. Why do we need congress critters sponsored by AIPAC to read the documents that likely accuse Israel of meddling in American affairs? Sounds like a conflict of interest. Govt investigates itself🤡

8:05 PM · Feb 19, 2025 · **8** Views   **REAL**

Trevor ✓
@Tgriff91

WHEN??? This is about the 30th post like this, I'll believe it when I see it.

6:53 PM · Feb 19, 2025 · **1,775** Views   **REAL**

Prof Craig N.L.P.C.
@Skorpio_Rising

You keep saying this. Nothing delivered...

7:17 PM · Feb 19, 2025 · **5** Views   **FAKE**

Meme Bro
@MemeBro31350079

Is this the script AIPAC gave you? We know who you really are.

9:27 PM · Feb 19, 2025 · **2** Views   **FAKE**

FEBRUARY 25: FAKE ACCOUNTS DRIVE ANTISEMITIC NARRATIVES FOLLOWING CONGRESSWOMAN LUNA'S CALL FOR DECLASSIFICATION

On February 25, Congresswoman Anna Paulina Luna publicly addressed the United States Attorney General on X, urging the declassification of documents related to Jeffrey Epstein, the JFK assassination, and other high-profile cases. The post quickly gained traction, accumulating over 7 million views within 24 hours and generating significant public discourse.

The discourse surrounding the post was dominated by antisemitic conspiracy theories, with authentic and inauthentic accounts falsely claiming that **Israel was obstructing the release of these documents and that the Jewish community was involved in a cover-up**. Additionally, many users accused the U.S. Attorney General of deliberately concealing the files, reinforcing broader distrust in government transparency.

An analysis of the engagement revealed that **18% of the commenting profiles were fake**, with these accounts playing a critical role in amplifying and sustaining the antisemitic discourse. By flooding the conversation with targeted narratives, fake profiles strategically reinforced negative sentiment and distorted public perception, mirroring patterns observed in Congresswoman Luna's previous posts.

TOTAL PROFILES	INAUTHENTIC PROFILES	AUTHENTIC PROFILES
4,034	761 — 18%	3,198 — 79%

COORDINATED DISINFORMATION: EVIDENCE OF SYNCHRONIZED FAKE ACCOUNT ACTIVITY

The analysis of fake profiles engaging with Congresswoman Anna Paulina Luna's X account provides **clear evidence of a coordinated effort**, marked by strategic behavioral patterns commonly associated with inauthentic campaigns aimed at amplifying specific narratives.

- **Consistent Messaging and Synchronized Activity:** A significant number of fake profiles repeatedly shared identical or nearly identical antisemitic narratives, a well-documented tactic used in coordinated campaigns to create the illusion of widespread consensus. Additionally, many of these accounts exhibited synchronized posting behavior, frequently publishing content on the same days and within similar time frames, further indicating a deliberate and organized effort to amplify targeted messaging.

- **Distinct Profile Characteristics:** These fake accounts displayed distinct markers of inauthenticity, such as the use of illustrations, animals, or AI-generated images as profile pictures instead of real photos, generic or impersonal usernames, and minimal or no activity outside of their engagement with antisemitic narratives. The lack of identifiable personal information and the accounts' singular focus on spreading misinformation further suggest that they were created solely for disinformation purposes.

- **Recent Account Creation and Narrative Focus:** A review of account histories found that 48% of the identified fake profiles were created between February 2024 and February 2025. Since their creation, many of these accounts have been exclusively dedicated to spreading antisemitic and anti-Israel content, reinforcing the likelihood that they were established specifically to promote and sustain these narratives.

These findings highlight a highly structured and coordinated disinformation effort, in which fake accounts strategically infiltrate high-profile discussions to distort public perception and manipulate online discourse.

SECTION C: ANALYZING ENGAGEMENT WITH @GOPOVERSIGHT X ACCOUNT

This following page examines engagement with the official X account of the House Committee on Oversight and Reform (@GOPoversight), focusing on narratives surrounding the declassification of federal documents and the extent to which antisemitic discourse and inauthentic activity played a role in the discussion.

Unlike the high levels of antisemitic engagement observed on Congresswoman Anna Paulina Luna's posts, the discourse surrounding @GOPoversight's content primarily reflected public frustration with the government's handling of the declassification process. While antisemitic narratives were present, they were less dominant, and fake profiles played a less significant role in amplifying these discussions compared to Congresswoman Luna's account.

This section aims to assess whether the same patterns of coordinated disinformation extended beyond Congresswoman Luna's profile to government-affiliated accounts. By analyzing key engagement trends, thematic messaging, and the involvement of inauthentic profiles, this investigation provides insight into how different online spaces contribute to broader discussions on government transparency.

FEBRUARY 20: ANTISEMITIC NARRATIVES AND PUBLIC DISTRUST

On February 20, the official X account of the House Committee on Oversight and Reform (@GOPoversight) posted an update regarding Congresswoman Anna Paulina Luna's involvement in the panel's efforts to declassify documents of public interest. The post attracted over 132,000 views and generated more than 2,500 engagements.

An analysis of 560 profiles that commented on the post revealed two dominant themes in the discourse, with the majority frustrated toward the government, accusing officials of deliberately delaying the declassification process and failing to take concrete action.

Additionally, around 50 profiles propagated antisemitic conspiracy theories, falsely claiming that **Jews were responsible for the assassination of President John F. Kennedy** and were now blocking the release of key files to conceal their involvement.

Cyabra's analysis identified that **15% of the profiles spreading these antisemitic narratives were fake accounts**. While the broader discussion reflected genuine public skepticism, inauthentic profiles played a significant role in amplifying antisemitic rhetoric, ensuring that these narratives remained visible in the comment section.

TOTAL PROFILES	INAUTHENTIC PROFILES	AUTHENTIC PROFILES
560	**88** — 15%	**464** — 82%

CONCLUSIONS

The investigation into online discourse surrounding Congresswoman Anna Paulina Luna reveals a deliberate and sustained effort to discredit her through antisemitic narratives, disinformation, and targeted online manipulation. These narratives, propagated by both authentic and inauthentic profiles, reflect broader patterns of digital disinformation that exploit identity-based conspiracies to shape public perception and erode credibility.

The findings indicate that antisemitic rhetoric directed at Congresswoman Luna was driven by three dominant themes: accusations that she is a "Zionist puppet" working to conceal Jewish involvement in key historical events; claims that she changed her last name to hide her Jewish identity and serve secret Jewish or Israeli interests in covering up alleged crimes; and defamatory personal attacks, falsely alleging that she previously worked as a stripper to undermine her legitimacy. These narratives generated significant engagement, accumulating 252,000 interactions and reaching a potential audience of 382 million views, illustrating the scale at which misinformation can influence online discourse.

While authentic users played a major role in spreading these narratives, inauthentic engagement was strategically deployed, primarily on X. On average, 18% of the profiles commenting on four key posts from Congresswoman Luna's official X account were identified as fake, reinforcing antisemitic narratives directly within the comments section on her posts and rather than broadcasting them independently.

The activity of these fake profiles suggests a tactical approach aimed at maximizing reach and impact. Instead of mass posting, these accounts focused on direct engagement, ensuring their messages appeared in high-visibility spaces. By doing so, they were able to amplify hostility and manipulate the perception of public sentiment to extend the reach of their content. This method also allowed inauthentic profiles to blend more seamlessly with organic discussions, making the antisemitic discourse appear more widespread and legitimate than it actually was.

These findings underscore a broader trend in digital manipulation, where inauthentic actors strategically integrate themselves into high-profile discussions to distort reality and amplify harmful narratives at scale. The case of Congresswoman Luna serves as a clear example of how targeted online campaigns weaponize disinformation to discredit individuals and manipulate public discourse.

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Thank You

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Questions? Reach Out

info@combatantisemitism.org

https://combatantisemitism.org/