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FOR IMMEDIATE RELEASE

**Memorial Tribute to Alvin J. Rockoff and Panel on
“Memory, Nostalgia, and Dissent in Contemporary Israel” to be held on April 22**

NEW BRUNSWICK/PISCATAWAY, N.J. – Rutgers President Richard L. McCormick and Bildner Center Director Yael Zerubavel will pay tribute to longtime community and business leader Alvin J. Rockoff at the Ruth and Alvin Rockoff Annual program on April 22nd. Alvin Rockoff, who passed away in October 2011, maintained a lifelong dedication to Rutgers University, where he was one of only four individuals in the university’s history to chair all three governing bodies – Board of Governors, Trustees, and Overseers. He also played a leadership role in the establishment of the Allen and Joan Bildner Center for the Study of Jewish Life and a new program in Jewish studies at Rutgers.

The memorial tribute will begin at 7:00 p.m. and will be followed by the annual program that Alvin and his wife Ruth endowed at the Bildner Center in 1999 to further learning in the field of Israel studies. This year, a panel of distinguished scholars will present talks around the topic “Memory, Nostalgia, and Dissent in Contemporary Israel.” Speakers include: Israel Bartal, the Avraham Harman Professor of Jewish History at the Hebrew University of Jerusalem and a visiting scholar at the Bildner Center; Yael Zerubavel, the founding director of the Bildner Center and the Department of Jewish Studies at Rutgers, and a professor of Jewish studies and history; and Michael Feige, a professor of sociology and anthropology in the Israel Studies Program of Ben-Gurion University of the Negev.

The program is sponsored by the Allen and Joan Bildner Center for the Study of Jewish Life at Rutgers and will be held in Trayes Hall, Douglass Campus Center, at 100 George Street in New Brunswick. The program is free and open to the public. Advance registration is requested by contacting csjlrvp@rci.rutgers.edu or 732-932-2033. Free parking is available.

For more information, visit jewishstudies.rutgers.edu. The Allen and Joan Bildner Center for the Study of Jewish Life connects the university with the community through public lectures, symposia, Jewish communal initiatives, cultural events, and teacher training.