



ראש הממשלה
Prime Minister

Dear Mr. Youngren,

I am turning to you to join in a worldwide campaign that can positively affect Israel's image and economy.

As you may know, the Dead Sea is a finalist in the New 7 Wonders of Nature contest, competing against 27 candidates in this international online competition. Voting takes place via the internet and mobile phones, with one billion votes expected to be cast before the competition ends on November 11, 2011.

A win for the Dead Sea would generate an expected million and a half more tourists who would visit not only the lowest place on earth, but also other sites and attractions throughout Israel.

I urge you to vote for the Dead Sea and ask that you actively encourage your community, colleagues and friends to cast their vote for this unique tourist attraction. The wider we spread the word and the more we encourage voting, the greater the chances of success for the Dead Sea.

Votes can be placed directly at the Dead Sea website at www.votedeadsea.com, or via the Prime Minister's Office website at www.pmo.gov.il/pmoeng, where you can also connect to our social media channels and receive updates and current information.

Israel needs your vote!

Sincerely,

Benjamin Netanyahu

Mr. Peter Youngren, Founder
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