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**FOR IMMEDIATE RELEASE**

**CHARLES BRONFMAN ADDRESSES KRAVIS CENTER CORPORATE PARTNERS AT BUSINESS SPEAKER SERIES**

**(West Palm Beach, Fla.)** The Kravis Center's third Corporate Partners Business Speaker Series event of the season, featured guest speaker Charles Bronfman who was interviewed by his friend and colleague Dr. Jeff Solomon. The luncheon took place on March 28 in the Gimelstob Ballroom in the Cohen Pavilion at the Raymond F. Kravis Center for the Performing Arts.

Mr. Bronfman, a resident of Palm Beach, served on the Kravis Center Board of Directors from 1995 to 2004. He was president of the Andrea and Charles Bronfman Philanthropies for over 20 years and retired as co-chairman of The Seagram Company where he enjoyed a 50-year career. Mr. Bronfman is past chairman of Koor Industries Ltd., one of Israel's leading investment holding companies, and was chairman and principal owner of the Montreal Expos, the first Major League Baseball Club to exist outside the United States.

Eileen Berman, Managing Director of UBS Private Wealth Management and the Corporate Partners Executive Committee Chair, welcomed members and guests, including Kravis Center Founding Chairman Alexander Dreyfoos and Immediate Past Chair Jane Mitchell. Ms. Berman acknowledged Kravis Center Board members Dr. Barbara Golden, Bradley Hurston, John Kessler, Mark Levy and Gary Lickle as well as West Palm Beach Mayor Jeri Muoio. She thanked Kravis Center CEO Judith Mitchell for serving as an inspiration and role model for so many.

"We are honored to have Mr. Bronfman and Dr. Solomon here with us today," said Ms. Berman. "Among other accomplishments, Mr. Bronfman is a co-founder of Birthright Israel, and was appointed the first chairman of United Jewish Communities, now the Jewish Federations of North America (JFNA). He co-authored the books *The Art of Giving*, *The Art of Doing Good* and *Distilled: A Memoir of Family, Seagram, Baseball and Philanthropy*. Mr. Bronfman serves on numerous boards of directors in the United States, Canada and Israel. He and his wife Rita Bronfman are Kravis Center Founder members and generously support its annual campaign as well as the Center's original building and Encore campaigns."

During the interview, with a sense of humor and humble description of his life, Mr. Bronfman reflected he "was a little, skinny kid" who grew up at the knee of his father, who taught him to "always leave something on the table when negotiating, so the customer would always come back." He spoke of the competition between his brother Edgar and himself, his days at Harvard Business School, and his approach to having an effective business plan applied to philanthropy.

"Start with a passion and do something to make a difference in your community. Take philanthropy seriously, measure your progress and build it gradually," Mr. Bronfman said. Using Birthright Israel as an example, the organization has provided educational travel experiences to Israel for young Jewish adults since 1999.

Mr. Bronfman and his family have been active supporters of the Israel Museum in Jerusalem since its inception in 1965 and gave the museum its archaeology wing. In addition, Mr. Bronfman has been deeply committed to the Israel Philharmonic Orchestra. In 2013 following a complete renovation, its auditorium was renamed The Charles Bronfman Auditorium. Mr. Bronfman is founding co-chairman of The McGill Institute for the Study of Canada and Historica Canada. He is an honorary board member of the Gift of Life Bone Marrow Foundation, and a board member of the Israel Policy Forum.

Kravis Center Corporate Partners members are the corporate and professional leadership in Palm Beach County whose mission is to support and enable the Kravis Center to continue its extensive arts education and community outreach programs. Corporate Partners membership offers business leaders the opportunity to act as an integral part of the Kravis Center, building awareness of the Center within the business community. The Business Speaker Series is one of many benefits for this support level.

The Kravis Center is a not-for-profit performing arts center whose mission is to enhance the quality of life in Palm Beach County by presenting a diverse schedule of national and international artists and companies of the highest quality, by offering comprehensive arts education programs, by providing a Palm Beach County home for local and regional arts organizations to showcase their work and by providing an economic catalyst and community leadership in West Palm Beach, supporting efforts to increase travel and tourism to Palm Beach County.

The Kravis Center is located at 701 Okeechobee Blvd. in West Palm Beach, FL.

For general information about the Kravis Center performances, call the Box Office at 561.832.7469. To inquire about Corporate Partners membership, visit [kravis.org](http://kravis.org) or call 561.651.4320.

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