



Zionist Credit Card

Interested in helping Israeli charitable organizations and helping yourself at the same time? You might be interested in the Heritage Affinity Services (HAS) Advantage Visa Platinum card.

Founded by Menachem Landau and Zev Dobuler, it's the first affinity credit card that targets Israeli charities while promoting Israeli investment and tourism.

Available Nov. 20, the card allows users to donate a percentage of each purchase to up to five Israel-related charitable organizations within the HAS network.

HAS, together with U.S. Bank, will make the donation. The network includes hospitals, social service agencies, universities, humanitarian causes, emergency services and community development programs in Israel.

In addition, card holders earn one HAS reward point for every dollar they spend. HAS has partnered with El Al Airlines, the Dan and Sheraton Hotels and car rental companies, Avis and Budget in Israel, to encourage card-members to redeem points for Israeli travel. In addition, points can be redeemed for domestic travel on any airline as well as brand-name merchandise, electronics, Judaica, gift certificates and more.

The card has no annual fee. For more information, see www.hasadvantage.com.



— Keri Guten Cohen, story development editor