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## New Credit Card Benefits Israel

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If you're hoping for a credit card that offers you rewards points on El Al Airlines, a American-born Israelis have finally adhered to your wishes. Menachem Landau and Zav Dobuler have created Heritage Affinity Services (HAS) and teamed up with U.S. Bank and Visa to offer the first credit card in support of Israel.

The HAS Advantage card benefits Israel in two ways. First, whenever the cardholder makes a purchase, a small amount (deducted from the fee merchants pay with every credit card swipe) is donated to an Israeli charity that the cardholder has chosen. Additionally, like any good rewards card, the credit card racks up points for every purchase that is made. The accumulated points can then be redeemed for gifts.

There are almost two dozen of Israeli charities to choose from, ranging from hospitals to emergency and social services. Landau said that they hope to add more, with about 20 more currently going through the process of joining. Any charity can join, as long as it meets the program's protocols.

On the rewards side, HAS has partnered with several Israel-based companies like El Al, the Dan and Sheraton hotels and Avis and Budget car rental companies to encourage members to redeem their points in Israel. Of course, card members also have the option of redeeming points for a wide variety of products and services in America, including Judaica and *seforim*.

Landau and Dobuler met in Israel after making *aliyah*. Together, they came up with the concept of the HAS card while trying to find ways Americans



who support Israel could help on a regular basis. "For anyone who has heartfelt feelings toward Israel, this is the card for you," Landau said. ■