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JCC of Greater Pittsburgh Announces UPMC as the Local Presenting Sponsor of the 2025 JCC Maccabi Campus Games

PITTSBURGH, PA – The Jewish Community Center of Greater Pittsburgh (JCC) is excited to announce UPMC as the local presenting sponsor of the inaugural 2025 JCC Maccabi® Campus Games in Pittsburgh, taking place from August 3-8, 2025. This prestigious partnership underscores UPMC’s commitment to promoting health, wellness and community engagement throughout the region.

The JCC Maccabi Campus Games are a premier athletic event, bringing together nearly 2,000 Jewish teen athletes from across North America and around the world to participate in a variety of individual and team sports, deepen Jewish identity, and build lasting friendships. In total, Pittsburgh will welcome more than 7,000 athletes, coaches, volunteers, family members, and supporters for an unforgettable week of competition and a celebration of Jewish peoplehood and pride. The JCC last hosted the Maccabi Games in 1997.

“We are incredibly grateful to UPMC for their generous support of the JCC Maccabi Campus Games,” said Jason Kunzman, JCC President and CEO. “UPMC’s support will help ensure that the 2025 Games are a world-class experience for all participants and attendees. We hope this marks the beginning of a long-term, meaningful partnership between our two organizations.”

As a presenting sponsor, UPMC will play an integral role in supporting the infrastructure, programming and operations of the Games. “UPMC is honored to help bring this extraordinary teen-focused event to Pittsburgh,” said Leslie C. Davis, President and CEO of UPMC. “It’s a wonderful opportunity to show off our beautiful region while supporting the health and well-being of our youth through an athletic competition that teaches and showcases personal resilience, teamwork and leadership.”

For the first time in the history of the JCC Maccabi Games, participants will stay and compete on a college campus. Thanks to a strong partnership with the University of Pittsburgh, athletes will be provided with university housing, dining and access to world-class athletic facilities. This first-of-its-kind model is expected to create a truly unique experience for all involved and will help inform how best to ensure that the JCC Maccabi Games can meet the increasing demand for participation for many years to come.

“To seize this moment, we need the critical partnership of allies who understand that transformative impact requires transformative investment,” said Todd Reidbord, JCC Board Member. “Support from our partners will help subsidize the multi-million-dollar inaugural event, which is certain to have significant economic impact on the Pittsburgh region.”

The JCC is also working closely with VisitPITTSBURGH, SportsPITTSBURGH and city officials to maximize a host of economic development opportunities, estimated to bring in more than \$5.5 million in business sales alone during the Games.

The JCC Maccabi Games was established in 1982 with the mission to foster respect, sportsmanship—and fun, while instilling Jewish values, cultural pride, and promoting health and teamwork. Through participation, teens learn integrity, community service, and collaboration.

The JCC Maccabi Campus Games Pittsburgh Co-Chairs are Stefani Pashman and Jeremy Feinstein, Dory and David Levine, and Linda and Ken Simon.

For more information about the JCC Maccabi Games, visit <https://maccabipittsburgh.org/>.

About the JCC of Greater Pittsburgh

The Jewish Community Center of Greater Pittsburgh is a cornerstone of community life in Pittsburgh, dedicated to fostering a vibrant, inclusive community. The JCC offers a wide range of programs and services for individuals and families of all ages and backgrounds, including fitness, arts, culture, education, and social services.

About UPMC

UPMC is a world-renowned, nonprofit health care provider and insurer committed to delivering exceptional, people-centered care and community services. Headquartered in Pittsburgh and affiliated with the University of Pittsburgh Schools of the Health Sciences, UPMC is shaping the future of health through clinical and technological innovation, research, and education. Dedicated to advancing the well-being of our diverse communities, we provide nearly \$2 billion annually in community benefits, more than any other health system in Pennsylvania. Our 100,000 employees — including more than 5,000 physicians — care for patients across more than 40 hospitals and 800 outpatient sites in Pennsylvania, New York, and Maryland, as well as overseas. UPMC Insurance Services covers more than 4 million members, providing the highest-quality care at the most affordable price. To learn more, visit [UPMC.com](https://www.upmc.com)

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