



**The next frontier
in Jewish engagement.**

“ This is one of the most innovative ways of engaging and re-engaging teens—and securing the future of the Jewish community—that I’ve ever seen.”

Skip Vichness
Chair, Hillel International

“ This is the kind of progressive concept that can scale our Jewish community in the modern era. This is where our Future lives and plays—for generation Z...and beyond.”

Jeff Solomon
CEO, Cowen

“ It’s something that I’m good at—and now it can connect me to the rest of the Jewish community. Lost Tribe is starting something that will change kids’ lives.”

Matan
High School student, Atlanta



WHAT IS LOST TRIBE ESPORTS?

Lost Tribe Esports is a global, year-round engagement initiative, connecting Generation Z to Jewish life and identity through competitive video gaming (esports) and related social and communications channels.

HOW DOES IT WORK?

We partner with BBYO and other youth groups, synagogues, camps, day schools, JCCs, and Hillels to build community through online and in-person esports tournaments and clubs, attracting a wide range of young Jews. Lost Tribe Esports is accessible, social, and appeals to the nearly three-quarters of today’s youth who game online with friends on a daily or nearly daily basis.

LOST TRIBE ESPORTS’ OBJECTIVES

- Become the entry point to a lifetime of connection, building Jewish pride and identity, and passion for Israel
- Reach the 80% of Jewish teens NOT currently engaged by Jewish communal organizations
- Connect Gen Z to participation in those organizations
- Build a continuum of connection for Jewish gamers at all life stages
- Help Jewish communities stay connected during the pandemic

COLLABORATIONS

Our partners include: **BBYO • Foundation for Jewish Camp • NCSY USY • Young Judea • JCC Association • JCC Maccabi Games Hillel International • Maccabi USA/Maccabi Canada/Maccabi Mexico**

JEWISH FRIENDSHIPS, PRIDE, AND IDENTITY

Lost Tribe Esports leverages the phenomenon of esports to find, reach, and gather a generation of Jewish teens, connecting them to local Jewish organizations, as well as to Israel travel experiences. And along the way, we provide them with Jewish identity-building and educational experiences that change them forever.

Lost Tribe Esports was founded by Lenny Silberman to create a global, Jewish communal platform for youth and young adults. A nonprofit, Lost Tribe works with community leaders, tech providers, and the esports industry to bring online and in-person engagement to JCCs, camps, day schools, youth movements, synagogues, and Hillels throughout North America.

Lenny Silberman • Lenny44@LostTribeEsports.org • 917.414.1133