

Mira Berman, Founder and President of the Bradford Group, and former Executive Director of the Africa Travel Association, passed away on Tuesday, June 29, 2010.



Dear ATA Family,

We learned this morning that Mira Berman, Founder and President of The Bradford Group, and former Executive Director of the Africa Travel Association (ATA), passed away on Tuesday, June 29, 2010.

As the Executive Director of ATA for sixteen years, Mira was instrumental in building the foundation for our organization, committing her time, passion, resources and energy to ATA from 1990 to 2006. Mira devoted her life to making the world a better place and will be remembered as one of the amazing women of our times.

The funeral will take place in New York on Thursday, July 1, at 9:30am.

Please find below an email from Karen Hoffman, Mira's longtime associate and friend from The Bradford Group and ATA First Vice President.

Please join us in praying for Mira and her family and recognizing all that Mira has done for Africa and the travel and tourism industry during her life. She will truly be missed by us all.

Eddie Bergman
Executive Director
Africa Travel Association

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Dear ATA Family

It is with great sorrow that we mourn the loss of our beloved Mira Berman, Founder & President of the Bradford Group, who passed away Tuesday, June 29, 2010.

As you all know, Mira's loss will leave a big vacuum in our professional and personal lives.

We know that Mira will be remembered by all those in Africa whose lives she has touched for her passion and love for Africa and its people and her commitment to pushing an agenda of increasing tourism and investment to the continent in a sustainable and meaningful way.

All of us at The Bradford Group will continue our dedication to the work she has done with the same commitment and passion that she taught us to have, and that is her enduring legacy she left for all of us.

From Karen and all of us at The Bradford Group.

Karen Hoffman
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