

Family dedicates ambulance in late matriarch's honor

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The late-Margaret Morse not only escorted people to Israel through her organization, Margaret Morse Tours, but strongly supported American Friends of Magen David Adom before her death last year at age 95. Last month, Morse's daughter, Wendy, and granddaughter, Robyn Morse O'Keefe, both dedicated an ambulance in her memory for the Southeast Region of AFMDA. O'Keefe, who hosted the dedication in her Hollywood home to family and friends, felt the ambulance was a great gift in her grandmother's memory.

"After my grandmother passed away there was something that we as a family decided to do in honoring her and we couldn't think of a better way than this,"

O'Keefe said. "It's a special gift to give to Israel and it's special to us."

AFMDA supports Israel's only government-mandated ambulance and emergency medical responders, Magen David Adom. Wendy said that although her mother supported many causes, AFMDA was the most important to her.

"The reason we did this dedication is because my mother personally, not through any business at all, purchased her ambulances for AFMDA because of her being in love with Israel and just being totally overwhelmed by it," she said. "She bought her first ambulance within a year of being in business. We were never rich. She just bought an ambulance from her first funds."

O'Keefe believes that



Robyn Morse O'Keefe dedicated an ambulance for American Friends of Magen David Adom in her grandmother Margaret Morse's honor. Pictured are Morse's family during the dedication.

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Morse would thank her family for continuing her support of AFMDA and Israel.

"I think that she's smiling down on us and that she's very happy to have all of our family and her great grandchildren at the dedication," she said. "Its very special and meaningful."

Bob Schwartz, AFMDA's Southeast regional director, said it was beyond both his and the organization's leaders' pleasure to honor Morse and to continue their relationship with the family. Schwartz also believes that O'Keefe and Wendy are helping to continue what she started.

"They have continued her legacy with Margaret Morse Tours by taking people to Israel, many for the first time, and by taking people to Magen David Adom, our blood facility," he said.

The Southeast Region of AFMDA covers Miami-Dade, Broward, and Palm Beach Counties.