Following in their family tradition of philanthropy, Tulane alumni Ashli Rosenthal Blumenfeld and Todd Blumenfeld are giving back to Tulane. Through a gift to the New Orleans Center for the Gulf South, the Blumenfelds, along with Ashli's parents, William and Rozanne Rosenthal, have created the Rosenthal Blumenfeld Endowment to support the exploration, documentation and study of the diverse food cultures of the Gulf South. The gift will allow the center to cultivate a program that deepens understanding of the role of food in our lives, economy and environment and celebrates our region's rich culinary traditions.