



## JEWISH TRADITION COME TO LIFE IN WINNIPEG MEGA CHALLAH BAKE

Winnipeg, MB—Hundreds of Jewish women from diverse backgrounds will gather to mix, knead and shape their very own challah, on Wednesday, March 18, at the Fort Garry Hotel.

The annual Challah Bake is a community-wide event sponsored by Chabad and made possible with support from the Jewish Foundation of Manitoba. The event is being produced by Cherry Tree Productions and designed by In The Most Delightful Way, with help from a very dedicated group of volunteers.

Challah in its more widely-known usage refers to a braided bread traditionally eaten at Shabbat and other holidays, and is considered one of the most famous Jewish foods. But in its more basic, biblical meaning, challah is the piece of dough that is traditionally separated and consecrated to G-d while baking bread, a time-honored custom that has been performed by Jewish women for more than 100 generations.

“This isn’t your typical bake-off,” said Mrs. Adina Altein, director at the Jewish Learning Institute. “Whether you are a skilled challah connoisseur or never baked in your life, this event will leave you uplifted and connected.”

For the first time this year, there will be an epic celebration honoring all of the 2020 Bat Mitzvah girls in attendance. The girls will be invited to march proudly onto the stage and lead us in the special blessing of the Challah.

Tables can be reserved for community organizations with their logo prominently displayed at their table. A limited number of corporate sponsorships are also available.

Bring your friend, sister, mother or daughter to celebrate this powerful mitzvah together at a magnificent night of unity and celebration!



As with all JLI programs, the *Mega Challah Bake* is open to the public, and attendees need not be affiliated with a particular synagogue. For more information and to RSVP call 204-339-8737 or visit [www.ChabadWinnipeg.org](http://www.ChabadWinnipeg.org).

As the preeminent provider of adult Jewish education in Winnipeg, Chabad’s mission is to make Jewish learning accessible and personally meaningful to every Jew, regardless of background or affiliation.

The Jewish Learning Institute offers a wide range of classes, study groups, engaging speakers and meaningful experiences, to connect you with your community and with your Jewish soul.

**FOR IMMEDIATE  
RELEASE**

**MARCH 2020**

**Contact:**

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