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FOR IMMEDIATE RELEASE

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Winnipeg Celebrates the Most Influential Rabbi of Modern History

This May, Chabad-Lubavitch will present *Paradigm Shift: Transformational Life Teachings of the Lubavitcher Rebbe*, a new six-session course by the Jewish Learning Institute (JLI). The course will be offered as part of a series of local activities in Winnipeg marking 20 years since the passing of "the Rebbe," Rabbi Menachem M. Schneerson, of righteous memory. The Rebbe was a visionary religious leader who inspired countless individuals during his lifetime and established a global network of educational, social, and religious institutions to revive the post-holocaust Jewish landscape.

Paradigm Shift will be offered in Winnipeg over six Tuesdays from 7:30 – 9:00 PM beginning May 13, 2014. The course will explore Rabbi Schneerson's philosophy and outlook, offering participants the chance to see things from a radically different perspective.

"It's like putting on a new pair of glasses through which everything appears much more vivid; it enables you to see so much more," explained Rabbi Zalman Abraham of JLI's Brooklyn headquarters. "The Rebbe guided individuals to see the potential and inherent goodness in themselves, in others, and in every circumstance of their lives--and we hope to convey a glimpse of this outlook to participants of the course."

Paradigm Shift is a monumental contribution to the Rebbe's legacy--the product of a collaboration of over two dozen experts on Rabbi Schneerson's teachings. It addresses questions such as: What were the Rebbe's central teachings and contributions to Judaism and society? What was his understanding of the human being and what were his hopes for humanity? What stands behind the continued success of the Chabad-Lubavitch movement? And how can we apply these insights toward living a more purposeful life?



The Jewish Learning Institute aims at changing the way people feel about being Jewish through learning and discovery

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“We all want to live up to our inherent design, to make the best of the unique set of skills and circumstances that we were given,” said Rabbi Shmuly Altein, local JLI instructor in Winnipeg. “*Paradigm Shift* is the first step; it’s about visualizing what is possible and seeing how you can make it a reality.”

Like all JLI programs, *Paradigm Shift* is designed to appeal to people at all levels of Jewish knowledge, including those without any prior experience or background in Jewish learning. All JLI courses are open to the public, and attendees need not be affiliated with a particular synagogue, temple, or other house of worship.

Interested students may call 204-339-8737 or visit www.ChabadWinnipeg.org for registration and other course-related information.



Motivated by a profound love for every Jew and spurred by a boundless optimism, Chabad-Lubavitch touches and enriches the lives of young and old, professionals and laypeople, the affiliated and the non-affiliated, immigrants and long-time citizens, regardless of background, affiliation, or level of commitment.

The Jewish Learning Institute (JLI), the adult education arm of Chabad-Lubavitch and a partner agency of the Jewish Federation of Winnipeg, was created in 2008 to address the growing need for in-depth Jewish knowledge. JLI aims at changing the way people feel about being Jewish through learning and discovery.

As the pre-eminent provider of adult Jewish learning in Winnipeg, JLI’s mission is to make the wisdom of Jewish learning accessible to everyone. “The Jewish Learning Institute allows you to explore basic Jewish ideas, to share critical analysis and interactive discussion with exciting instructors and classmates,” said Mr. David Chochinov, chairman of the local JLI committee.

