



JEWISH LEARNING CENTRE

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FOR IMMEDIATE RELEASE

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WINNIPEG JEWISH COMMUNITY TO CELEBRATE THE MOST INFLUENTIAL RABBI IN MODERN HISTORY

Community Gathering to Mark 20th Anniversary of Lubavitcher Rebbe's Passing

June 9, 2014 – Winnipeg is gearing up to join thousands of communities worldwide in marking the 20th anniversary of the passing of the Rebbe, Rabbi Menachem Mendel Schneerson, of righteous memory, on July 1st of this year.

Described as the most influential rabbi in modern history, the Rebbe's pioneering efforts to reach out lovingly to every Jew and connect them with their Jewish heritage have touched millions of lives and forever transformed the landscape of Jewish life. His teachings about the inherent goodness of all mankind, and the infinite potential of every individual and each good deed, galvanized countless far and wide, and are increasingly studied.

In addition to his unparalleled role in the Jewish community as both a preeminent scholar and leader, the Rebbe was the only rabbi ever to receive the Congressional Gold Medal, and to have an American national day, Education and Sharing Day, proclaimed in his honor.

In keeping with the Rebbe's lifetime goals and teachings, hundreds of thousands are redoubling their efforts at personal prayer, study and acts of loving kindness in preparation for the special date, as well as increasing their personal and communal efforts to encourage others to do the same. Additionally, many tens of thousands will visit his resting place in Queens, N.Y. during the anniversary, bearing the personal prayers of millions. A local delegation headed by Rabbi Avrohom & Brocha Altein will be traveling to the Rebbe's resting place in Queens, N.Y.

On Wednesday, June 25th at 8:00 PM, members of Winnipeg's Jewish community will gather at the Jewish Learning Centre to celebrate the Rebbe's life, and reflect on and rededicate themselves to his teachings and ideals. The event is co-sponsored by Chabad-Lubavitch and The Jewish Federation of Winnipeg.

"Chabad puts the Smile in Judaism!"



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“The Rebbe taught that every human being is infinitely important and every positive act is cause for celebration,” said Rabbi Avrohom Altein, executive director of Chabad-Lubavitch of Winnipeg for over 40 years. “The Rebbe cared deeply about Winnipeg’s Jewish community and several notable Winnipeggers had the unique opportunity to meet with the Rebbe in person and receive his guidance and blessing.”

Throughout his lifetime the Rebbe was remarkably accessible, and counseled countless individuals from a wide array of backgrounds, including statesmen and artists as diverse as Ronald Reagan, Robert F. Kennedy, Yitzchak Rabin, Menachem Begin, Elie Wiesel, and Bob Dylan, as well as countless “nameless” individuals who were each showered with his individual attention and love.

New information about the Rebbe’s early life and about his subsequent global impact has been steadily emerging, via an oral history project and much dogged historical pursuit and sleuthing.

For more information, please call 204-339-8737 or visit us online at www.ChabadWinnipeg.org.



Note: While the Rebbe passed away on June 12, 1994, the Hebrew calendar often differs from the standard calendar. This year the Hebrew date, Gimmel Tammuz (the 3rd of the Hebrew month of Tammuz) will coincide with July 1, 2014. The Anniversary day will begin at sunset on June 30, as according to the Hebrew calendar the day starts at sunset rather than midnight and will conclude at sunset on July 1.

Note: Regarding the aforementioned new information being regularly uncovered, here are a few examples: guidance to a shunned congresswoman that led to the creation of WIC; pivotally helping to create the cabinet-level position of Education Secretary (to help catapult education to the top of the nation’s agenda); keeping the embers of Judaism alive in the Soviet Union while quietly extracting thousands of Jews from the communist jaws; correspondence with U.S. presidents; and involvement in practically everything security-related, educational, medical, financial, political, and much more in the State of Israel.

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BIO OF THE REBBE HITS 'NEW YORK TIMES' BEST-SELLER LIST

Two scholars of great renown are releasing biographical works on the Rebbe. Rabbis Adin Even Israel Steinsaltz (hailed by Time magazine as a "once-in-a-millennium scholar") has just released his "My Rebbe" (Maggid/Koren Press), and Joseph Telushkin's "Rebbe: The Life and Teachings of Menachem M. Schneerson, the Most Influential Rabbi in Modern History" (Harper) hit bookshelves on June 10, including local bookstores McNally Robinson and Indigo.

After skyrocketing to the top of both the Amazon and Barnes & Noble best-seller lists and completely selling out its first printing almost before it went on sale on June 10, *Rebbe: The Life and Teachings of Menachem M. Schneerson, the Most Influential Rabbi in Modern History* (HarperCollins) debuted on The New York Times bestseller list for the week of June 29.

The "captivating portrait" of the Rebbe is described by its publisher as "the definitive guide to understanding one of the most vital, intriguing figures of the last centuries."

Critics, too, have given the 640-page book by Joseph Telushkin high marks.

Calling it "mesmerizing" and "accessible" for even "the non-Jewish or nonreligious reader," The Wall Street Journal wrote a 2,000-word glowing review of 'Rebbe,' explaining that "it will appeal to those curious about the Rebbe's influence on public life ... [and also reveals] the Rebbe's thoughts on subjects ranging from evolution to baseball."

On New York 1's popular Book Reader program, esteemed Wall Street Journal editor Bari Weiss urged listeners to "do yourself a favor and pick up this biography. You don't need to be a Jew or even be a religious person to learn from this monumental man!"

And The Huffington Post gushed that "through his clear and unambiguous prose cultivated from many sources, Telushkin recounts how the Rebbe fundamentally transformed notions of human potential, as he believed individuals were capable of much more than we imagine for ourselves. Rebbe will be a staple of rabbinic biography for years come."

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ABOUT THE REBBE

The Lubavitcher Rebbe, Rabbi Menachem Mendel Schneerson of righteous memory, the seventh leader in the Chabad-Lubavitch movement, is considered to have been the most phenomenal Jewish personality of our time. To hundreds of thousands of followers and millions of sympathizers and admirers around the world, he was and still is "the Rebbe." For more information on the life and teachings of the Rebbe, visit; www.ChabadWinnipeg.org/TheRebbe

For more information, including setting up interviews with community members about the continued impact and significance of the Rebbe's teachings to Winnipeg, please contact Rabbi Shmuly Altein at 204-339-8737 ext 204.

ABOUT CHABAD-LUBAVITCH OF WINNIPEG

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 Centre aims at changing the way people feel about being Jewish through learning and discovery.

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