



10001 LOVELAND-MADEIRA ROAD
LOVELAND, OH 45140

TEL 513-985-0400 FAX 513-686-2672 www.bethadam.org

For Immediate Release

Contact:

Laura A. Baum, Rabbi
Congregation Beth Adam
Phone: (513) 985-0400
Fax: (513) 686-2672
rabbibaum@bethadam.org
www.bethadam.org

Congregation Beth Adam Hosts Mitzvah Mall

Loveland, Ohio, November 14, 2008—

Congregation Beth Adam is pleased to announce that it will be hosting its first Mitzvah Mall on Sunday December 7, 2008. This event will be open to the public from 11:15 AM-12:30 PM.

The Mitzvah Mall is an opportunity for our Religious School students, their parents, and the whole community to learn about local organizations that are helping others. As the winter holiday season approaches, the Congregation is encouraging people to consider making a donation to a charitable organization in honor of friends and family, in lieu of buying gifts.

“Mitzvah” is the Hebrew word for commandment, but it is more colloquially understood as a good deed. Rabbi Robert Barr of Congregation Beth Adam points out that “two of Congregation Beth Adam’s primary values are community engagement and social justice that are responsive to the ever-changing world. The Mitzvah Mall is a concrete way to express our values.”

The Mitzvah Mall will be open to Beth Adam’s Religious School students from 10:30-11:15 AM and then will be open to the public from 11:15 AM-12:30PM. Rabbi Laura Baum of Congregation Beth Adam explains the value for the students. “We are encouraging our students to make

JUDAISM WITH A HUMANISTIC PERSPECTIVE

ROBERT B. BARR, RABBI

LAURA A. BAUM, RABBI

donations in lieu of buying holiday gifts for friends, family, teachers, and others. It is one thing to teach and talk about tzedakah (justice and charity) in the classroom, and another thing for our students to be able to live their values.”

The organizations that will be represented are: 4c for Children, Big Brothers/Big Sisters, Clifton Senior Center, Fernside, Hospice of Cincinnati, Jewish Family Services, LIFE (Loveland Inter Faith Effort), OurJewishCommunity.org, Raptor, The Leukemia & Lymphoma Society, and the Sierra Club.

Donations can be made to any of the organizations for any amount. To make the donations more concrete for children, an item will be assigned to each dollar amount. For example, a \$1 donations buys breakfast for a disadvantaged child and a \$25 donations buys a first aid kit for a family in need.

All donors will receive a holiday card to give to the recipient indicating that a specific donation has been made in their honor.

About Congregation Beth Adam

For nearly three decades, Congregation Beth Adam has approached Judaism from a humanistic perspective, dedicated to the celebration of traditional Jewish holidays and life cycle events. Rabbi Robert B. Barr, ordained in 1981 at the Hebrew Union College-Jewish Institute of Religion, has been with Beth Adam since its inception. Beth Adam provides Jewish experiences through religious services, child and adult education programs, Bar and Bat Mitzvah classes and services, social activities, and community social action programs. More information about Congregation Beth Adam is available at www.bethadam.org or by calling 513-985-0400.

###