

20 Tammuz 5767  
July 6, 2007

Dear Jewish Educator:

*The Calendar of the Jewish People* is the new way to teach Jewish Time.

For hundreds of years, Jewish calendars have been no more than Gregorian calendar pages superimposed with Hebrew dates and Jewish holidays. Their pictures may be beautiful, their content informative, but the calendar grids themselves are problematic - because they all *incorrectly* place the Jewish day & date in *exactly* the same block as a Secular day & date. They require students to remember, without it being visually communicated, that the Jewish day actually began the “night before” and ends at sundown of a following secular day. Imagine you having to use a textbook that discussed two *unequal* concepts, as if they were *equal* concepts, even while everyone acknowledges that they are *unequal*.

The Jewish Calendar is the first mitzvah of the Jewish People. Its calculations of months and years have worked without fail for over 3000 years. It is the universally accepted roadmap of Jewish life. How is it then, that we allow *this* birthright of the Jewish People to be taught in our schools and homes using a visual format that is confusing and a stumbling block?

*The Calendar of the Jewish People* solves the problem of dual calendars. Our patented grid clearly shows a Jewish day beginning in one evening and extending to the next. The calendar identifies Rosh Chodesh, Kiddush Levanah, Shabbat Mevarchim, and the Molad as *lunar* signposts of the Jewish People – three stars in the nighttime sky as its *solar* counterpart. The Jewish week begins on Saturday night, after Shabbat. We include the “one day” Festival schedule for Israel; Shabbat candlelighting times for thirty cities; secular legal holidays from around the world; and still plenty of room to write down appointments, assignments or daily musings. With proper instruction, the calendar will take the average student less than a minute to get used to, guaranteed.

This year's *Animated Edition* is a 128 page full color, spiral bound weekly planner, loaded with helpful icons and directory, "post-it note" commentaries; “this date in Jewish History” facts; and vibrant graphics from Scopus Films in Israel. Accessible and engaging and appropriate for all levels of affiliation and education, it will have a positive impact on any Jewish classroom or home. Even periodic use should increase Jewish literacy, identity, and involvement – all good things from just a calendar. We urge you to recommend *The Calendar of the Jewish People* to your fellow educators. Here are some suggested applications:

- A companion guidebook for grades already being taught the cycle of the Jewish year.
- A teacher's guide to augment the PDF weekly grid printouts (described below).
- A “field guide” for adult education and conversion classes.
- Rosh Hashanah gifts for teachers, staff, parents, or new members.
- A gift to students for use as an assignment book in religious *and* secular schools.

With a (discounted) minimum purchase, Judaism.com will encourage free downloads of its weekly grids and previously unpublished monthly grids. Use these PDF's for handouts to supplement curriculum, as assignment sheets, bulletins, or enlarged interactive wall posters. For a detailed look at the *Animated Edition*, the free handouts, and pricing options go to [www.jewishcalendar.com](http://www.jewishcalendar.com). Your comments on this breakthrough product will be greatly appreciated. If you'd like to speak to me directly, please do not hesitate to call.

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