



For Immediate Release
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THE CALENDAR OF JEWISH UNITY

Sometimes, a new product redefines its genre. Other times it has a positive effect on an entire community. Rarely, does one do both. The *Calendar of the Jewish People* is one that does, and it's about "Time".

For hundreds of years, the Jewish calendar has been no more than Gregorian calendar pages over-printed with Hebrew dates and Jewish holidays. The pictures may be beautiful; the content informative; but the calendar grid itself is problematic. This is because all Jewish calendars *incorrectly* place the Jewish day & date in *exactly* the same block as a secular day & date. The Jewish and the secular are not two equal units of time. Every other Jewish calendar require the user to remember, without it being visually communicated, that the Jewish day started the "night before", and ends at sundown of the following secular day. This is also true of calendars published in Israel.

The Jewish calendar is the first mitzvah of the Jewish People. Its calculations have worked without fail for over 3000 years and is the universally accepted roadmap of Jewish life. Of all the issues of authenticity in contemporary Jewish life, how is it that the Jewish Calendar has remained inaccurate and misleading – becoming a secondary, hidden calendar of time, a stumbling block to observance and Jewish identity.

The Calendar of the Jewish People solves the problem of dual calendars. Our patented grid clearly shows the Jewish day beginning in one evening and spanning to the next. The calendar shows the *lunar* and *solar* signposts of Jewish time, the Jewish week beginning on Saturday night, after Shabbat. The "one day" Festival schedule for Israel is included, as are secular (legal) holidays from around the world. On average, the grid takes less than a minute to get used to.

This year's *Animated Edition* is a 128 page, full color, spiral bound weekly planner, loaded with strategically placed and time sensitive icons, "post-it note" commentaries; " *This Date in Jewish History*" entries; vibrant graphics from Israel's Scopos Films; and plenty of room to write. Accessible and engaging, it will have a positive impact on any Jewish classroom or home. Even periodic use is sure to increase Jewish literacy, sense of "peoplehood, and involvement in things Jewish - all good things from just a calendar.

Shlomo Perelman, inventor of *The Calendar of the Jewish People* believes that the new format can become a unifying experience for Jews living in a world of diversity and divisions. "Our calendar remains the single pillar of Jewish life about which Jews agree the most." Says Perelman. "When's the last time somebody questioned the date for Yom Kippur, or Chanukah?" "Regardless of the issues that separate us, all Jews should be on the same page of Time, at least." The Jewish People finally have a calendar that reflects and encourages that unity.

To spur adoption in schools, Judaism.com is offering downloads of modified weekly and (previously unpublished) monthly grids for use as supplemental curriculum handouts, assignment sheets, bulletins, and posters. Access to these PDF's is provided following a minimum purchase of twenty planners at special institutional prices. Additional background on the Jewish calendar, sample pages, order and pricing information, and teaching tips for parents and teachers can be found at www.jewishcalendar.com