

July 6 2007  
20 Tammuz 5767

Dear Rabbi,

We need your help... to re-define the Jewish Calendar and the way Jews experience Time.

For hundreds of years, our calendar has been presented as no more than Gregorian calendar pages superimposed with Hebrew dates and Jewish holidays. The pictures may be beautiful, the content informative, but the calendar grid itself is problematic – because all Jewish calendars *incorrectly* place the Jewish day & date in *exactly* the same block as the Secular day & date. Thus all Jews are expected to know, without it being visually communicated, that the Jewish day actually started the “night before” and ends at sundown of the following secular day. 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 have allowed *this* Jewish birthright to become a confusing stumbling block to Jewish identity and timely observance?

*The Calendar of the Jewish People* solves the problem of dual calendars. Its 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 for 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. Of course we show secular (legal) holidays from countries around the world. Our mission is the *accurate* integration of two calendars, not the domination of one over another.

This year's *Animated Edition* is a 128 page, full color, spiral bound weekly planner, loaded with helpful icons and directory; e“post-it note” commentaries; vibrant graphics from Israel's Scopus Films; and candlelighting times for thirty cities (Suggested retail price \$12.99). Accessible and engaging and appropriate for all levels of affiliation and education, it will positively impact any Jewish home, school or office. Even periodic use should increase Jewish literacy, sense of “peoplehood”, and involvement - all good things. Non-Jews will finally be able to understand the basic observances of the Jewish Year.

Please accept this complimentary copy with our good wishes for a happy and healthy New Year. After previewing its pages, we hope you will recommend it to all who value your opinion and seek out your advice. Here are some suggested applications for *The Calendar of the Jewish People*:

- Rosh Hashanah gifts to teachers, staff, parents, new congregational members.
- A gift to students for use in religious *and* secular schools.
- A “textbook” supplement to existing curriculum
- A teacher's guide to go along with the PDF weekly grid printouts (described below).
- A “field guide” for adult education and conversion classes.

To encourage adoption in schools, judaism.com will encourage (with discounted minimum purchase), free downloads of weekly grids and previously unpublished monthly grids - for supplemental curriculum uses or congregational activities. For more information go to [www.jewishcalendar.com](http://www.jewishcalendar.com). Thanking you in advance for your assistance. Your comments would be greatly appreciated. If you'd like to talk, please do not hesitate to call.

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