



MyZuzah Moments - April 11, 2024



MyZuzah has never paid to advertise our program, and we are incredibly proud of the strong word-of-mouth manner in which people let others know about the Jewish connection that we offer. Sometimes, our reputation gets a nice amplification!

The [South Florida Community Voice](#) somehow got wind of what we're up to, and began to include us in their gemach/lending directory. This gentleman from **Aventura, FL**, is one of several people who have received a mezuzah after seeing MyZuzah listed.

Partner Updates:

This week the MyZuzah team were guests of the afterschool program at **Adas Israel Congregation**, in **Washington, DC**. The planning began a few months ago when we met with some of the staff to discuss potential programs and collaboration. We explored several programs across different age groups where our programming would fit in well, and we decided that mezuzahs (and MyZuzah!) would be featured as part of the series of classes on Judaica that the 6th graders went through.

They were introduced to mezuzahs last week, and prepared for the hands-on activity to explore *safrut*. Over the course of two days (one class each day) MyZuzah hosted a 30 min educational and art activity for the kids where we asked them questions, read a story, made custom cases, practiced writing like a scribe, and even learned how to properly roll a mezuzah klaf! It was a lovely activity that left an impression and helped the kids appreciate this important tradition.



In late 2020, MyZuzah was contacted by an individual in **Oslo, Norway**, who wanted help strengthening his hometown Jewish community. It's taken a few years, but we finally have the first picture of our mezuzahs in Norway, along with this meaningful message from the recipient, Benedicte Alnaes.

*I grew up with a mezuzah on my front door, but I've moved around so much in my adult years and I never felt quite safe enough to put one up. Now, I have a mezuzah on the inside of my front door, but in the doorway of my home. I feel G*d's protection.*

Even further afield, the community at the **Ohel Leah Synagogue**, in **Hong Kong**, purchased a host of mezuzot for their school facilities. Rabbi Ariel Javasky was very excited to put them up!



Lastly, **MyZuzah** has launched our checking reminder program, helping to educate our mezuzah recipients from 2021 and before about the importance of checking their mezuzah scroll. One woman reached back out with this effusive message:

*I am moving to a new apartment, and in the current climate I wasn't sure about bringing the mezuzah with me. But after seeing your note, I appreciate that for me, it is a daily reminder of who I am proud to be, so I will put it up on my new apartment. It is the one you sent three years ago. :) I appreciate your support. There are several Jews in this apartment complex, so I am leading by example, as well. Julie Johnson, **Davis, CA** (picture from August 2021)*

