MyZuzah Moments - May 13, 2022

We spent time this week preparing for our upcoming **Partner Brainstorming Sessions**, on May 24 and 25, where we will be convening the many MyZuzah partners around the world (**276 and counting!**) to spotlight the work of a few and inspire the rest to reboot their mezuzah initiatives with some novel approaches and content. I look forward to sharing the recordings of those with you in early June.

Alex was privileged to attend the Upstart Collaboratory 2022**,** where he met (virtually and in-person) with dozens of organizations and began planning for some new partnerships and joint programs with Jewish communities that weren't previously on our radar. Stay tuned for developments on this front!

Most colorfully, we met with the sisters Daniela and Gabriela Apeloig, two Venezuelan Jews living in Florida who created and curate the Apeloig Collection, a bright and exciting Judaica brand that is as committed to Jewish education and high-quality, kosher mezuzah klafim as we are! We plan to cross-promote our work, and look forward to featuring their mezuzah cases in our online store (still in development).

Partner Updates:

Rabbi Aron Fromowitz, who formerly ran a young professional engagement program in Staten Island, relocated to **Las Vegas** and is still busy putting up our mezuzahs. Here is the story of one of his recipients:



David was brought up in Guatemala. His Mom is Jewish, and his Dad is Hispanic. His grandma seemed to be very traditional. He got involved in the Chicago Jewish community, and taught Martial arts at a local yeshiva there. He moved to Las Vegas about 2 years ago, and started a podcast to give voice to the Jewish Hispanic community. I met him at a community event this past Purim. We started studying together and he was ready to take on the mitzvah of mezuzah. He really appreciates what MyZuzah is doing!

Rabbi Robyn Frisch, of **18 Doors**, helped Kimberly Mirsky and her partner hang their mezuzah in **Atlanta, GA**. Kimberly told us that *Rabbi Robyn was a pleasure to work with! We would love to work with her again in the future. She really helped guide my partner into more knowledge about what the mezuzah is and why it is hung on our door posts.*





Joann Abrahamsen and Robert Fried of **Yonkers, NY**, also received their mezuzah through our partnership with **18 Doors**, and are clearly excited to build their Jewish home!

Robin Meyerson, of **Project Inspire Arizona**, had one of her team members deliver a mezuzah to Helen Schoenfeld, in **Phoenix, AZ**, who was proud to put up her first mezuzah at the age of 91.



Finally, Robin had this lovely story to share with us about the journey of someone who received a mezuzah from us in 2019, and is getting married next week:

Elena Shroeder requested a mezuzah a few years ago, and our volunteer Hinda Leah hung it up Elena started to learn, she came to make challah with me, and came to stay for shabbos. She starting dating a man who was also getting

more into his yiddishkeit, and they were excited to build their life and grow together. Elena is Russian, and just before COVID she had to travel to see family in Russia and discovered that she wasn't halachically Jewish. She met with the beis din, and fast forward to now, I am hosting her wedding shower on May 15! She had her formal conversion in Los Angeles, and she is getting married to her beloved Yaakov on Lag B'Omer, BH! I never would have had Elena (now Elena Rachel) in my life without the mezuzah!!

Individual recipient messages & photos:



Lisa Timberlake, from **Durham, NC,** joined our Virtual Dedication this week to share the special feelings she has about her Judaism, and how her mezuzah will help her keep it in the front of her identity. Her grandmother was Jewish, but married a Lutheran– so her mother was Jewish, but she married a Muslim. Lisa has many facets of her identity, but she feels very connected and wants to grow her Judaism.



Mark Snaper, of **Thornhill, Ontario, Canada**, was super-excited to put his mezuzah up early last Sunday morning:

My best friend became orthodox 12 years ago. Every time he comes to my house he always makes fun of my mezuzah because it is on the wrong side of the door and has been for 34 years. He introduced me to myzuzah and now that I have one on my door and I feel that I have completed the mitzvah having a mezuzah and now can think about the blessing every day coming home and leaving.

Naomi Kozie-Peak, in **Cleveland, OH**, just finished her conversion and was excited to put up her mezuzah right away. She shared the following message:

I finally went to the Mikva on 11/7 after a 6 yr journey to Orthodox Judaism with Rabbi Ephraim Nissenbaum of University Heights, Ohio. My birthday is 7/11/1950. 7/11 & 11/7 ! The date was not planned but I feel it was a sign that Hashem has just flipped my life upside down. The total 7 +11 = 18. Another sign. I lived 24/7 with a 92 yr old Holocaust Survivor, Ms, Josephine, before my conversion, and I selected Naomi as my Hebrew name in her honor.



Samantha Bosco received her mezuzah from the team at Base Ithaca, in **Ithaca, NY:**



A woman in Florida purchased mezuzahs for her new home, finding us by a happy accident after she accidentally received an email from one of our old partners: *Actually I think it's a small miracle. I moved from Palm Beach Gardens to Boca Raton, and I was looking for Mezuzahs. I searched and then got an email from Rabbi Berel Barash that was intended to someone else but I got the email..and it was about your organization :))) My mom was a great Habadnich from Sde Moshe / Kiryat Gat, and she would be very proud.* Avigaili Berg, **Boca Raton, FL**