MyZuzah Moments - May 5, 2023

As someone from our team was doing a little advance Passover shopping this week, they came upon a bottle of Slivovitz Plum Brandy from Croatia, under the kosher supervision of **Chief Rabbi Kotel Da-Don**, of the Bet Israel Jewish Community of Croatia. Rabbi Da-Don has been a great partner of ours for the past nine months, helping to provide mezuzot to Israeli medical students in Zagreb and members of the local community. It was a surprise and a treat to see his name, and even better to hear from him that he needs more mezuzahs this month!



We also fired off the second installation of our **MyZuzah educational email journey**, to 260 of our mezuzah recipients. Since the launch, we have experienced around a **40% open rate**, which is very impressive. More analytics to follow…

Partner Updates:

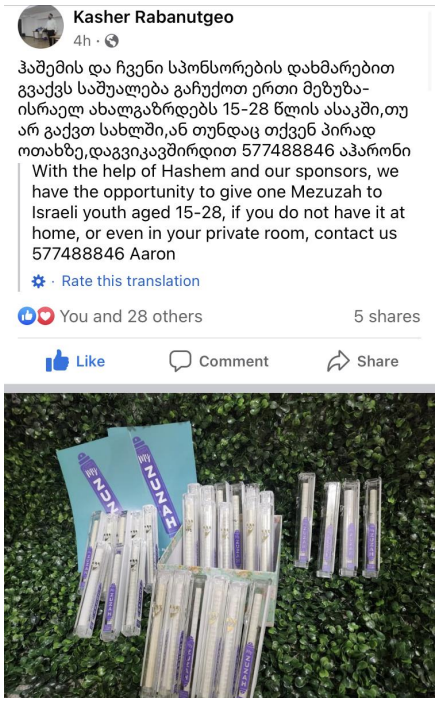


When Alex attended the **BBYO International Convention** in February, he met **Rabbi David Shawel**, a community rabbi who also happens to be one of the **most prolific mohels in Greater Dallas**. Rabbi Shawel was recruited to the MyZuzah cause, and here he is putting up a mezuzah with the parents of a newborn boy following the bris:



Up north in **Toronto, Canada**, the **OU's Jewish Learning Initiative on Campus** (JLIC) program shared a mezuzah with this university student:

Way far east, in **Tblisi, Georgia**, our **Olami** partner launched a campaign for young professionals to receive our mezuzot in their community. Check out the Facebook post, in Georgian!





Individual Stories:



We are a family in an area with no other Jews, and even though there has been an increase in antisemitism around here we are glad to have a mezuzah up and show the world that we are brave! Taylor Benjamin, **Jacksonville, FL**

I feel more comfortable knowing my home is blessed by the mezuzah. I can now tell my kids the story of the mezuzah. Nancy Roth, **Carthage, NY**

