



March 7, 2023

**A MESSAGE FROM MARVIN ROTRAND
NATIONAL DIRECTOR, LEAGUE FOR HUMAN RIGHTS, B'NAI BRITH CANADA
AN APPEAL TO PARTICIPATE IN JEWISH HERITAGE MONTH**

Dear Friend,

This message is being sent to organizations that have partnered with B'nai Brith inviting them to aid us ensure the success of Jewish Heritage Month 2023.

Last year B'nai Brith launched a campaign to highlight that May is Jewish Heritage Month in Canada.

Our efforts were remarkably successful as 42 partners representing municipalities and school boards adopted proclamations, hosted events, and used their social media to mark the heritage month.

While Parliament enacted Jewish Heritage Month in March 2018, last year was the first organized campaign to promote it. We're hoping to build on that success.

In response to our recent letter sent to organizations, municipalities, and others, we received significant feedback about how to enhance Jewish Heritage Month for 2023. One idea which we will definitely use is hosting video greetings on our web site.

We are hopeful that Jewish Heritage Month will grow into a successful national event attracting the interest and support of Canadians right across the country.

We ask that as our contact person at your organization that you provide us with a video message.

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It can focus on anything you want to share with Canadians about Jewish Heritage Month, about issues important to the Jewish and other communities, about pertinent issues you are working of interest to the Jewish and other communities.

The video can be 2 to 4 minutes long and can be in MP4 format or via your cell phone. If the later, it should be recorded in landscape (horizontal) format.

Please provide to me at marvinr@bnaibrith.ca.

We will share on our social media and make available to our extensive readership on our web site. To facilitate our work, we would appreciate receiving your video by April 7, 2023.

We also invite letters of congratulations on your letterhead.

Please let me know if you have need of any further clarification. Allow me to thank you in advance for your aid in helping make Jewish Heritage Month 2023 a success.

Yours truly,



Marvin Rotrand
National Director - League for Human Rights
B'nai Brith Canada

