

The PJ Library®

JEWISH BEDTIME STORIES & SONGS FOR FAMILIES



Purim Mitzvah Day!

Sunday, March 4, 2012 | 1:30-4:00pm

The Phyllis Siperstein Tamarisk
Assisted Living Residence

3 Shalom Drive, Warwick

Join us for Hamentaschen making,
costume parade, story time, crafts and more...
All the pastry will be delivered to local nursing homes!
Contact Michelle Cicchitelli for more information:
401.421.4111 ext. 178 or mcicchitelli@shalomri.org

Alternate Location:

URI Hillel, 6 Fraternity Circle, Kingston

The public is invited to join URI Hillel for
Hamentaschen baking on Sunday, March 4.
Registration for the Hillel location is available at:
www.urihillel.org or by phone 401.874.2740.

Gift delivery of the Hamentaschen to nursing home residents is sponsored
by the Women's Association of Jewish Seniors Agency.
Jewish Eldercare of Rhode Island delivers the Hamentaschen.



THE PHYLLIS SIPERSTEIN
TAMARISK
ASSISTED LIVING RESIDENCE



Jewish Alliance
OF GREATER RHODE ISLAND

The PJ Library is a program of the Jewish Alliance of Greater Rhode Island
in partnership with the Harold Grinspoon Foundation.

Purim Mitzvah Day
Michelle Cicchitelli

Background:

PJ Library Rhode Island is always looking for ways to partner with different agencies in any way possible and we like be involved in mitzvah projects. Our local Jewish Family Services works hard during Purim to ensure that all Jewish residents in assisted living residence receive a mishloach manot bag, while The Phyliss Siperstein Tamarisk Assisted Living Residence, a local center, serves many Jewish residents. Together, we created Purim Mitzvah Day, providing an opportunity for different generations to work collaboratively while preforming a mitzvah.

Details:

Members of the community gather at Tamarisk on a Sunday prior to Purim to participate together with the residents in this event. The day's events include:

- Baking over 500 hamentashen
- Mishloach manot bag decorating
- Costume parade through the facility
- Stories read by the residents
- Letters written for Israeli soldiers
- Purim related craft

All hamentashen are baked on premises and are bagged by Jewish Family Services, who then delivers them throughout the state.

Marketing:

This event has been occurring for numerous year now, but we still make sure to really build it up. We usually write an article for the Jewish Voice and Herald, create flyers that get distributed in the schools and posted around town, include it in our newsletter and Facebook page, and send constant contacts as needed. The number of people in attendance varies, but is usually exceeds 40.

Timeline:

It does not take much planning for this event. Each organization is responsible for one aspect of the day. We do pick the date in July and make sure it is on the community calendar, yet do not start to have meetings about it until the fall.

Lessons Learned:

Each year that we do this, we get a little better. For example, we realized one year that we did not have enough rolling pins and that the method we choose for filling the hamentashen could have been more efficient. We also decided also that we would try to do the event a few weeks out and freeze them to make sure to not interfere with other Purim related events.