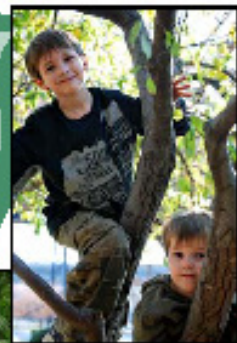




Celebrate the World's Original
"Earth Day": Tu B'Shevat,
the Birthday of the Trees



The PJ Library Program and
Congregation Beth David's Jewish Families Group present
Children Celebrate the World!

Thursday, January 21, 2010 at 5:30 pm

Learn about keeping our environment healthy.

Enjoy a special Tu B'Shevat Seder.

Listen to stories, sing songs, do "ecology" craft projects and have fun!
(For children 3-6; siblings welcome.)

Congregation Beth David

19700 Prospect Road, Saratoga, CA

RSVP Rabbi Leslie Alexander rabbialexander@jvalley.org or (408) 357-7509

FROM SILICON VALLEY STAFF REPORT:

A Tu B'Shevat Seder, held in collaboration with Congregation Beth David at the synagogue on Thursday, January 21, 2010, was especially well-received. We are choosing this program as one of our most successful because it was not on the Levy Family Campus (where our program is housed), and involved a Constituent Partner (synagogue). We also enjoyed an oversubscribed, very successful Passover event at the Levy Family Campus.

Our success derived from three elements: the proactive engagement of synagogue staff, with the Rabbi leading the seder with the children and their parents; a take-home brochure describing the holiday and including relevant songs for at-home enjoyment; and the teaching of the value of environmental responsibility through the decoration of a take-home recycling bucket. (We have been told by some of our families that their children are conscientious about using the bucket.) We enrolled 3 new children at this event.

This program was just one in our effort to engage Silicon Valley synagogues in developing programs. We are delighted in the increasingly enthusiastic involvement of our Constituent Partners. We take special pride in having become the vehicle by which organizations which previously maintained their distance from each other are now enthusiastically promoting each other programs, willing to publicize events to their constituencies and encourage participation by their constituencies. In addition, synagogues have shown a willingness to take the initiative in planning the events, promoting them, and contributing the food. They have changed from hosts to taking a more participatory and collaborative role.

We intend to continue to present monthly programs in collaboration with our Constituent Partners, and we will also move forward with plans to work with secular venues, such as a local zoo and an historic working farm. In the works is a late summer program involving grandparents. We will continue our commitment to producing monthly PJL programs for the entire Jewish community in Silicon Valley.