The PJ Library in York Region
Celebrates the New Year! (For Trees!!)

BE PART OF THE NEW YEAR FOR TREES
AT OUR TU B’SHEVAT PARTY!

Don’t miss the premiere of Shalom Sesame’s newest DVD “Grover Plants a Tree.” Come sample Israeli treats & join in a tribute to trees!

SUNDAY, JANUARY 16, 2011
3:00-4:30 PM
Shalom Centre
361 Connie Crescent, Thornhill (Dufferin/Langstaff)

For full details, www.pjlibrary905.ca or call 416-621-56(PJ) 5675

Tu B’Shevat (the 15th day of the Jewish month of Shevat) celebrates our connection to the Earth. We plant trees and eat dried fruits and nuts, especially figs, dates, raisins, carob and almonds.

Come be a part of Earth friendly event!

Not a PJ Library family?
Sign up www.pjlibrary905.ca
Free books and music
for kids 6 months-5 ½ years
Successful PJ Practices: The PJ Library in York Region

Program: The PJ Library in York Region Celebrates the New Year! (For Trees!!)

Date: Sunday January 16th, 2011  3pm-4:30 pm

Location: The Shalom Centre, a cultural meeting place for the local Israeli community.

Partners: Shalom Toronto, Shoresh Jewish Environmental Programs, Schwartz Reisman Centre, Tsafim, The Greater Toronto Area Israeli Scouts

Goals: The goal of this program was threefold. We wanted to attract the Israeli community in the area that generally is not interested in English programs for pre-schoolers. We also wanted to connect PJ families to each other, to the Israeli community in the area and to our partners for the event which included the new (under construction) Jewish community centre in the region. And of course, we also wanted to create teaching moments around the holiday of Tu B’Shevat and the related themes of ‘Jewish Earth Day’.

Activities: There were several activities involved in the afternoon’s events.

1) A “Thank you” tree was created and children were asked to write down on a ‘leaf’ why they were thankful to the trees, or simply to decorate the leaf. They then added their leaf to the tree branches, creating a beautiful tree of thanks.

2) Children were given a paper cup/planter to decorate and prepare for seed planting. While they were decorating, discussions were held on various teaching points including recycling, the environment and the importance of trees in Israel. Children were given soil to fill their cups and grass seeds to plant, as well as a water spray bottle to water their new plants.

3) We ‘premiered’ the newest Shalom Sesame DVD “Grover Plants a Tree”. The new video was shown in the movie screening area of the centre.
4) Following the DVD, a brief discussion was held about the Tu B’Shevat Seder and the 7 species of Israel. A raffle was also held with PJ Library give-aways (t-shirts, lunch bags etc.)

5) A buffet of Israeli treats was served including figs, dates, pomegranate seeds, wheat crackers, olives, etc.

Publicity: A flier was created for the event and distributed at our previous event held in December and at the event venue, The Shalom Centre. The event was also advertised for free on several parenting web sites, in the Canadian Jewish News event listings and a local newspapers event listings.

Shalom Toronto, the Hebrew/English newspaper included an article about the event as well as posting the article on ShalomLife.com, its online magazine.

An e-blast of the flier was also sent out to all PJ families and out-of – district families the week of the event.

The event was also posted on our Facebook page.

Participation: We had an enthusiastic response with over 140 attendees.

Cost: The venue was free, with supplies and refreshments costing around $100. Some materials were donated by Shoresh, and we had solicited a donation in the form of a gift card for $30 from a local grocery store. The art supplies came from our PJ supplies that we already had from previous programs.

What made this program a success:

The program was a success for several reasons. First, we were able to attract new families to PJ. We had registration forms available at the event which gave ten families the opportunity to sign up right there and then. We also received an additional 20 registrations in the following week.

In terms of creating community, there were many ‘connections’ made at the event. One mother spoke to me about how her family was new to the community and came to the event to try to meet Jewish families. The Shalom Centre was also thrilled with the turnout of people who were not familiar with their organization, as was Shoresh, who run the only Jewish community garden in the area. They were also able to
gather many new names for their mailing list and garner much interest in their activities.

In terms of our general programming goals, we were able to engage both children and parents, instill cooperation & respect for others, cultivate cultural awareness at community and global levels and focus on Jewish themes.

Advice: Partnering with other organizations can help not only expose The PJ Library to their members, but also help cultivate and/or intensify relationships that can grow (no pun intended).

Our successful program prompted the Shalom Centre to offer up the venue again (for free!) They are also interested in doing some more publicity for PJ through their newspaper, website and centre. The success of the event helped heighten partnerships with Shoresh and there is talk of more joint programs at their garden in the summer.

Program Professional: Elyse Tytel etytel@ujafed.org
Free kids books and CD’s from the PJ Library – a new community connection

By Keren Segal Fox

The PJ Library® is an international award-winning Jewish family engagement program designed to strengthen the identities of Jewish families and their relationship to the Jewish community. The PJ Library offers free, high-quality Jewish books and music each month to 60,000 children between the ages of six months and eight years in more than 125 communities in the United States, Canada, and Israel. The name, “PJ,” stands for “pyjama’s” and invokes that time at the end of the day when parents and children strengthen their bond through love and learning by cuddling up with a book.

Flyse Tytel, the PJ Library coordinator: “PJ Library York Region is the first to be opened in this area and right now it is only available in York Region. UJA Federation of Greater Toronto was the driving force in bringing the program to York Region. We are currently working to secure funding to be able to expand the program to the GTA. Until then, we have a waitlist for Toronto area residents. People can contact me at 416-621-9647 (5675) or pjlibrary@ujafed.org.”

Who is eligible to register?

“Families with children from 6 months to 5 ½ years old who have at least one Jewish parent in the household, and currently reside in York Region.”

What can families who live outside York region do if they want to be involved in some way?

“They can forward their contact information to pjlibrary@ujafed.org to receive our monthly e-newsletter about PJ Library programs and we will let them know about PJ programs and other family-friendly programming across our community.”

What can families registered to the program expect to receive over the course of a year?

“Each family will receive a total of 11 children’s books and one CD (in December). Books are selected by a Book Selection Committee made up of experts in the fields of Jewish children’s literature and Jewish Early Childhood Education.”

How long does it take to receive the first book?

“Families can expect to receive their first book or CD approximately six to eight weeks after registering.”

Is there a deadline for signing up?

“There is no deadline but space is limited. The PJ Library® is a free program thanks to the generous support of local donors: Gabi Weisfeld, the Weinbaum Family Foundation, Phyllis & Ab Platt, the Community Fund of the Jewish Foundation of Greater Toronto, the UJA Federation of Greater Toronto and the Harold Grinspoon Foundation.”

What kind of response have you received so far?

“Response has been overwhelmingly positive. Not only have people been appreciative of receiving free Jewish books and music, but have recognized a certain void that the program has begun to fill. The program has provided a bridge for those in the community who have not felt comfortable to become affiliated in other ways.

One compelling example comes from a grandmother in York Region who received a book through the community-wide mailing and wanted to register to receive PJ Library books at her home for her grandchildren. Her Son was married to a non Jewish woman and her granddaughter received no Jewish upbringing in their home.

It was suggested to her that we send information on The PJ Library to her son directly so he could learn about the program and see the booklist for himself. However, she explained that he would not look kindly upon solicitation of any kind.

Shortly thereafter, she called back to tell us that her son and grandson had been at her home and her grandson recognized the PJ Library book, “Something from Nothing” by Phoebe Gilman, from her daycare centre. It was one of her favorite books. The family has since registered with us and is now receiving PJ Library’s Jewish books and music every month.

What can you tell me about your next event on Sunday, January 16 at the Shalom Centre?

“We are going to be celebrating the New Year for trees, we are going to be premiering Shalom Sesame’s newest DVD called “Grover Plants A Tree” and will be sampling Israeli treats and celebrating the holiday of trees. We are looking forward to welcoming many of our 1300 member families to the event and others that are not familiar with our programs yet. We are running this program with support from Shoresh, Schwartz Reisman Centre and the Israeli Scouts of Greater Toronto.”
ספרית "פי-גי" מחלקת ספרי ילדי
ודיסקים במחנה לחברי הקהילה

היום, חצו בנעוריה ויחביה облаה באור.

"היכן, חצה בנעוריה ויחביה облаה באור?"оворיתו של אחד מהילדים...


במחנה לחברי הקהילה, ילדים ומורים נמצאים בתהליך של התפתחות. הם מנסים למצוא ספרים מעניינים לימים, כדי לעסוק ולהונות את הילדים. יש להם ניסיון וידע על ספרי ילדים, והם מנסים למצוא ספרים מעניינים לימים.

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