



FOR IMMEDIATE RELEASE
September 19, 2007

CONTACT: YOUR NAME
PHONE NUMBER

**True Joy Through Water:
Appreciating Nature in the Festival Holidays**

[YOUR CITY, STATE]— [YOUR SYNAGOGUE] is proud to participate in *True Joy Through Water*, a new program to help synagogue appreciate water and the connections between Torah, nature, and our responsibility to protect the environment. The program is part of a holiday campaign led by Canfei Nesharim (“the Wings of Eagles”), an organization dedicated to educating the Orthodox Jewish community about protecting the environment from the perspective of Torah and Jewish law.

“We are pleased to join communities around the world in learning about the importance of protecting the environment and the value of water,” said [SYNAGOGUE PRESIDENT, LOCAL RABBI, OR PROGRAM COORDINATOR] of [YOUR SYNAGOGUE]. “We hope this will be the beginning of meaningful action in our community to explore environmental issues from a Torah perspective.”

On Sukkos, Jews celebrate water through the *Simchas Beis Hashoeva* (Celebration of the Water Drawing Ceremony). It is said that anyone who has not participated in this celebration has not known true joy. (Sukka 51a) On Shemini Atzeres, the theme of the value of water continues through *tefilat geshem*, the beginning of Jewish prayers for rain. The liturgy compares ancestors and teachers with water, and requests rain in their merit, "for plenty and not for curse, for life and not for death, for plenty and not for scarcity."

[YOUR SYNAGOGUE]'s program will include the organization of local events, including a Simchas Beis Hashoeva celebration to be held on [DATE] at [LOCATION]. On Shemini Atzeres, [RABBI OR OTHER LEADER] will give a sermon on the value of water in the context of beginning the cycle of prayers for rain. Additionally, the community will participate by using Chinect recycled paper plates in the community Sukkah for the Simchas Beis Hashoeva celebration and other activities during the week of Sukkos.

“We are thrilled by the participation of [YOUR SYNAGOGUE] in Canfei Nesharim’s *True Joy Through Water* program,” said Evonne Marzouk, executive director of Canfei Nesharim. “We look forward to developing continuing resources to help Orthodox synagogues and schools learn about this important issue from a Torah perspective.”

Canfei Nesharim has recently launched a new web-based resource library with articles, actions, and eco-friendly products. A new email series with a weekly teaching about the environment based on each Torah portion of the year will be sent to subscribers beginning on October 2.

For more information about [Your synagogue], visit [website]. For more information about Canfei Nesharim, please visit www.canfeinesharim.org.

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