

Rabbi Mathew E. Hoffman
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(914) 481-7584

July 8, 2010

Dear Friends:

BEAUTIFUL PLACE – HIGH HOLIDAYS

I am thrilled to let you know that this year's Flame high holidays services will be taking place at the beautiful, new home of the Young Israel of New Rochelle. The congregation has graciously donated separate, fabulous space so we can run our own services.

Please reserve your place for the High Holidays *today*. And please tell your friends about our services. The biggest single expense of the Flame is publicity to attract new members. Your effort to spread the word about Flame programs is our most effective ally in reducing expenses.

Our Rosh Hashana and Yom Kippur services combine traditional elements and fresh innovations and have been the subject of stories on CBS-TV, News 12 and in the New York Times, the Gannett newspapers, the Jewish Press and the Jewish Week. Everything done at our services is explained and we encourage questions. Our atmosphere is warm and loving. We have babysitting and groups for children. We will do our best so you never feel alone or lost. Home hospitality for the holidays is available. You can stay the night or just join us for a meal.

Reservations are available **now**. There is no charge but if you can please make a contribution of any amount you choose. We can keep our costs low since no one gets paid: our rabbi, cantors and Torah teachers volunteer their services. Thus, our suggested contribution is \$36 a person which, in light of the economy, is the same as last year and **LOWER** than the year before. However, for people who have never attended our services, we have a suggested contribution of only \$18 per person. You are welcome even if you give nothing. We care about you, not your money. When you think of what High Holy Day seats cost anywhere else, we think you'll see that this service is a bargain and you can get nice refreshments after the services. However, if you are strapped, down on your luck, or just can't handle the money, please feel free to contribute nothing at all.

Many years we have so many requests for tickets that we have to turn people away. So make sure to **reserve today** so that you will be sure to get a seat. To get your tickets, you can either **(1) mail the coupon below to me** (with a contribution check for the Flame if you can) and we will mail back your tickets or **(2) call me and make an appointment to pick up your tickets in person.** Your tickets will have the times of all services printed on them. We expect tickets for our services will be mailed out in late August

We really need you to help us organize and run our services. No, you don't have to be a rabbi or a cantor. But, you could read a poem at one of the services, help us buy food, set up the room or move boxes. We'd be grateful for your assistance. Call me at (914) 481-7584 evenings to find out how you can lend a hand.

The Net

If you are receiving this by snail mail, please send your email address to me at mhoffman@bartonesq.com to get notice of our programs. Also, check out our classes on www.virtuallyeshiva.com

Bar and Bat Mitzvah; Classes For Adults

Remember the Flame provides Bar and Bat Mitzvah lessons. If you have a son or a daughter who needs these kinds of services (or who would just like to learn about Judaism), please call me. We set up weekly lessons leading to a creative Bar or Bat Mitzvah. We also provide free classes for you or general classes for your kids. Just call.

Best regards,

Mathew E. Hoffman

The _____ Family, consisting of _____ adults and _____ children, will attend services on:		
1 st Day of Rosh Hashana _____	2nd Day of Rosh Hashana _____	Yom Kippur Morning _____
Kol Nidre _____	Neilah _____	
I enclose _____ contribution.		
I can't come. Maybe next year _____.		
Please send me _____ flyers so I can send them to my friends.		
Address _____		
Phone _____		

THE FLAME SERVICES WITH SMILES