

RABBI MENACHEM M. SCHNEERSON

Lubavitch
770 Eastern Parkway
Brooklyn 13, N. Y.

HYacinth 3-9250

מנחם מענדל שניאורסאהן

ליובאוויטש

770 איסטערן פארקוויי

ברוקלין, נ. י.

By the Grace of G-d
17th of Shevat, 5723
Brooklyn, N.Y.

To the distinguished Chairman, Guests,
and All Friends of the Lubavitch Foundation
in London,

G-d bless you all.

Sholom uBrocho:

I send heartfelt greetings to all participants in the Annual Dinner, and to all friends of the Lubavitch Foundation, together with prayerful wishes for the fulfillment of the expectations of this important event, in every respect.

The 24th of Teveth, only a few weeks ago, marked the 150th Anniversary of the Histalkus (Yahrzeit) of the Old Rebbe, author of the Tanya and (Rav's) Shulchan Aruch, the founder of the Chabad-Lubavitch movement, its school of thought and way of Jewish life. We note, with profound gratitude to the Almighty, that this auspicious year finds the Lubavitcher institutions in many parts of the world, including Great Britain, at a new peak. Their continuous growth and expansion, limited only to the extent of the private voluntary contributions by which they are supported, is clear testimony to the great need which they fill. They also reflect the resurgence of Jewish interest in our sacred values, and the widespread desire to return to our sources of authentic faith and traditions. This is the vital challenge - and opportunity - of our time, to which no Jew or Jewess can afford to remain indifferent.

The principle of "Ma'alin b'kodosh" has always demanded, and does so today more than ever before, that all things of holiness be maintained on the ascendancy. It applies equally to one's personal life of Torah and Mitzvoth which must permeate every aspect and detail of the daily Jewish life, as well as to every constructive effort in the community to raise the standards of Torah-true education and religious observance. The Lubavitch organization claims no monopoly in this field, but it does offer a good channel to work for this sacred cause and to serve the Jewish people with dedication and love.

May you all, in the midst of all our people, go from strength to strength in these truly vital endeavors, thereby also bringing down G-d's blessings upon yourselves, your families, and the community at large, in growing measure, materially and spiritually.

With blessing

M. Schneerson