

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
Pessah-Sheni, 5723
Brooklyn, New York

To the Participants in the
Lag B'Omer Parade and Outing
Lubavitch House, of London

Greeting and Blessing:

Lag B'Omer is a particularly fitting day for celebration by Jewish children in the manner and spirit sponsored by the Lubavitch House. Especially this year, the 150th Yahrzeit Anniversary of the Old Rebbe, author of the Tanya and Shulchah Aruch, the founder of the Chabad-Lubavitch movement and way of life. As my father-in-law of saintly memory related, the Mittele Rebbe, son of the Old Rebbe used to observe Lag B'Omer with extraordinary inspiration and joy.

The history of Lag B'Omer is well known. Our Sages of the Talmud explain that the days of Sefirah were saddened by the tragic consequences of failure to respect and love each other by the thousands of disciples of Rabbi Akiva, which brought emptiness and desolation into Jewish life. The 33rd day of Sefirah (Lag B'Omer) stood out as a bright exception. Later, Jewish life was revived again by the surviving disciples, especially Rabbi Shimon ben Yochoi who unlocked the secrets of the Torah and gave us the holy book Zohar. Lag B'Omer is the day of his Yahrzeit.

Lag B'Omer reminds us that disunity and separateness among our Jewish people is caused by the neglect of the Torah and Mitzvot in the daily life. It also reminds us that Ahavas Yisroel - love of our fellow-Jews - is the "Great Principle" of the Torah, as taught by Rabbi Akiva, and further explained by Rabbi Shimon Ben Yochoi, and (in more recent generations) by Rabbi Yisroel Baal Shem Tov and the Old Rebbe and their successors.

Lag B'Omer calls upon each and everyone of us, young and old, to strengthen the oneness of our people, through the study and practice of the one Torah, given to us all by the One G-d.

May G-d grant that the forthcoming Lag B'Omer celebration will inspire each and everyone of you to a greater measure of love of G-d, the Torah and the Jewish people, to be expressed in your personal daily life and conduct, and in growing efforts to spread the Torah and Mitzvot among our people everywhere. This will surely bring you, and your near and dear ones, a greater measure of Divine blessings, and the fulfillment of your hearts' desires for good, materially and spiritually.

With blessing *M. Schneerson*