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FREE RENDITION

By the Grace of G-d
Erev-Shabbos Parshas
Achrei-Kedoshim, 5734
Brooklyn, N. Y.

To All Participants in the
Nineteenth Annual Convention of
Neshei uBnos Chabad

Blessing and Greeting:

On the occasion of the forthcoming Annual Convention during the weekend of Shabbos Parshas Emor, I send you prayerful wishes and blessing that it should be carried out with Hatzlocho in every respect, and in the fullest measure.

The name of the Sedra, Emor ("Speak"), immediately underscores the importance of instruction in general, and in the area of actual behavior in particular. And although the Sedra begins with matters concerning primarily the "Kohanim, the children of Aharon," the idea applies also to all the "children of Israel," especially as in a wider sense, the whole Jewish people is a Mamleches Kohanim, "A Kingdom of Priests."

The importance of instruction is further emphasized by the repetition of the words - Emor..v'Omar, "Speak and say," which, as our Sages of blessed memory observe, means "to exhort the grownups on behalf of the little ones" - and this is, of course, the basis of Chinuch, Torah-true Jewish education.

The Chinuch of Jewish children begins at home, in the bosom of the family. In order that the Chinuch be all that is desired, it is necessary that the family be one unified entity, unified by the spirit of the Torah and Mitzvoth in the daily life, and particularly by those Mitzvoth which are observed by the whole family together, namely, the celebration of Shabbos and Yom Tov.

Be it noted that the laws of Shabbos and the festivals occupy a central place in the Sedra of Emor.

Thus, when the parents do all that is up to them to strengthen the family unit, both during weekdays and, especially, in the hallowed days of Shabbos and Yom Tov, taking a personal interest in all that is happening to their children, they are in a position to give the children the proper instruction, and the children are imbued with true love and respect for their parents, and eagerly respond to their instructions and exhortations.

Which brings us to the vital role of the Jewish woman, the "Mother of the Children", and the "Foundation of the Home". For, the Chinuch of the children begins in their most tender years, when they are entirely in the hands of the mother. And later on, too, the mother has a most important role in the education of the children, as has been frequently emphasized.

It is earnestly hoped that this subject - the relationship of Chinuch to the family unity, which is also one of the main themes of the Convention - will find full expression, and will stimulate all participants to work in this direction with all their vitality and dedication, in the fullest Chasidic tradition.

Furthermore, since the Convention significantly opens on erev-Shabbos, the day of Lag b'Omer, it will surely be inspired also by the spirit of this day, which emphasizes Jewish unity and harmony, as we are taught by the story, related by our Sages, of the disciples of Rabbi Akiva, the great pillar of Torah-shebe'al peh (the Oral Law); the unity which expresses itself in boundless Ahavas Yisroel, as exemplified by Rabbi Shimon ben Yochai (for whom Lag b'Omer was a special day of joy), who personally identified himself with each and all of his fellow Jews, wherever they were, and however they were.

May G-d send His blessing that the Convention should be crowned with the utmost Hatzlocho, based on boundless Ahavas Yisroel, which goes hand in hand with boundless Ahavas HaShem, as expressed by David, the Sweetener of the Songs of Israel, in behalf of all Jews, "Whom have I in heaven but You, and there is nothing upon earth that I desire besides You. My flesh and my heart go out to you, O G-d, the strength of my heart and my portion forever."

With blessing for Hatzlocho
spiritually and materially,
and for good tidings in all
above -

/Signed - Menachem Schneerson/