

שבת נענדרל שניאורסאהן
ליובאוויטש

770 איסמערן פארקוויי
ברוקלין, נ. י.

By the Grace of G-d
15th of Menachem Av, 5735
Brooklyn, N. Y.

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Ruth Benjamin
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Blessing and Greeting:

I was pleased to receive the report about your activities, and may G-d grant that they should continue and expand with much Hatzlocho.

In the present days, having concluded the Three Weeks, which are connected with the sad events of the destruction of the Beis Hamikdosh, and having entered the period of the Seven Weeks of Consolation, which bring us the good tidings of the forthcoming Geulo and restoration of the Beis Hamikdosh -- every action which is connected with the strengthening of Yiddishkeit in general, and with the special Mitzva Campaigns -- notably those most pertinent to Jewish women: candle-lighting, kashrus and Taharas Hamishpocho -- in particular, is especially significant. For, as mentioned in the well known prayer Umipnei chatoeinu, the *only* cause of the sad events in the past, the Destruction and Exile, was the neglect of Torah and Mitzvos. Therefore, through rectifying and removing the cause, the effect will also be removed. This is why every activity to spread Yiddishkeit is so vital, especially the efforts to provide the right influence and proper Chinuch for Jewish daughters, since this is the way to raise generation after generation of fully committed Torah-true Jewish families, in an endless chain reaction.

I send my prayerful wishes to each and all participants in these endeavors, which are at the same time a wide channel to receive G-d's blessings also in all personal needs.

May G-d grant that you should have good news to report in all above.

With blessing *M. Schneerson*