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By the Grace of G-d
Erev Chag HaSuccos, 5737
Brooklyn, New York

Dear Children,

G-d bless you!

Greeting and Blessing:

I was pleased to be informed about your entering into the new school term, which began close to the bright day of Chai Elul - birthday of the two great luminaries, the Baal-Shem-'Tov and the Alter Rebbe, whose life and work, wisdom and teachings have lit up the way of our Jewish people to this day.

No doubt you have heard how much these two great leaders of our people devoted themselves to Torah-education of young children. They also urged their followers that they, too, should work for Torah-Chinuch with untiring devotion and energy.

You can, therefore, well understand how important is your Torah-education: your learning Torah with devotion and diligence and your daily conduct in keeping with the Torah and Mitzvos. And it is important not only for you and your parents and family, but also for all our Jewish people, as was pointed out in the Sichah of 20 Menachem Av.

Since children are usually closer to one another even than adults, you have the opportunity, and the duty, to fulfil the Mitzva of v'ohato lre'acho komocho in a greater measure - sharing with others the joys of Torah-education, and serving as an example - a shining example - to all around you.

You can be sure that G-d has given you the strength to do all that is expected of you, and it is really up to you.

May G-d grant that you should accomplish all the above with enthusiasm and joy, which will also increase your Hatzlocho and make even more certain that you and your teachers and your parents and family will all have a good and sweet year, physically and spiritually.

With blessing for a
Happy Yom Tov

M. Schneerson