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מנחם מענדל שניאורסאהן

ליובאוויטש

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ברוקלין, נ. י.

By the Grace of G-d
18th of Elul, 5738
Brooklyn, New York

To all participants in the Bar Mitzvah
Celebration of Chabad Lubavitch in California

Greeting and Blessing:

I am profoundly gratified to be informed of the forthcoming event marking this important milestone in the vital work of Chabad Lubavitch on the West Coast. All the more so, since it is coupled with an enormous boost for Education in general, as witness by the proclamations of "Education Day" by the Governor, State Legislature, Mayor and City Council.

It has often been emphasized that the purpose of true education is not just the accumulation of knowledge per se, nor is it meant to be solely a means to earn more money, education must, above all, build character, instill moral and ethical values, promote fundamental human rights, and generally work for the betterment of society in every aspect.

In so far, as Jewish Education is concerned, in addition to having these inherent qualities, its specific purpose is, of course, to preserve and foster the time honored sacred tradition of our people which, from its very inception, has been Divinely designated as a "kingdom of Divine Servants and a Holy Nation," - thru total commitment to the eternal values of the G-d given Torah and Mitzvos in the everyday life, with the added Lubavitch ingredient of emphasis on love and selfless dedication.

May the Almighty grant that the achievements of the past 13 years will stimulate everyone to even greater efforts in the days ahead, including a greater measure of personal involvement on the part of Friends of Lubavitch and the Friends of Education, in general - not only financially, but also actively, with heart and soul.

In these auspicious days of preparation for Rosh Hashana, the merit of rendering vital service to the many - will surely stand everyone in good stead, to be inscribed for a truly Happy New Year, materially and spiritually, and also bring an added measure of blessing to the participating governments and civic dignitaries for increasing success in their most responsible function, in general, and in behalf of Education in particular.

With esteem and blessing for a Kesiva va Chasimo Toivo,

M. Schneerson