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מנחם מענדל שניאורסאהן

ליובאוויטש

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ברוקלין, נ.י.

By the Grace of G-d
Erev Shabbos Kodesh
Chai Elul, 5747
Brooklyn, N.Y.

To all participants in the Dinner
celebration of the friends
of Colel Chabad

Greeting and Blessing:

I was pleased to be informed of the forthcoming event, taking place on the 27th of Elul. May it be blessed with Hatzlocho in every respect, especially as it is taking place in this month of special Divine Grace and Mercy.

The significance of the month of Elul, the last month of the outgoing year, is explained by the Alter Rebbe, Founder of Colel Chabad (whose birthday is on the 18th of Elul), by the parable of "A king in the Field." The point of it is that at certain times the king goes out to meet the ordinary people working in the field and gives them a unique opportunity to greet their king personally and present their petitions. At such a time the king is particularly gracious and benevolent and is pleased to grant their requests.

The parable, meaningful in all its details, calls attention not only to the "King in the Field," but also to the "Man in the Field". Here is a humble person engaged in the vital activity of planting seeds. with the fullest confidence-Bitochon, we call it- in the creator that he will make the seeds grow into a rich harvest.

Colel Chabad, as is well known, is a time-honored institution that serves the needy in the Holy Land, both materially and spiritually. Colel Chabad, in the spirit of the aforementioned parable, is "particularly gracious and benevolent and is pleased to extend assistance to all those who are in need." At the same time, like all other Chabad institutions in all parts of the world, it works for a better society through its representatives and active friends and supporters.

I feel confident that all of you who actively support the various programs of Colel Chabad, consider it a privilege as well as an obligation to be partners in this vital cause. A "partner" is, of course, more than a "supporter."

With prayerful wishes to each and all of you, and the guests of Honor in particular, for a Ksivo vachasimo toivo for a good and sweet year, both materially and spiritually, and

With esteem and blessing

M. Schneerson