

RABBI MENACHEM M. SCHNEERSON
Lubavitch
770 Eastern Parkway
Brooklyn, N. Y. 11213
493-9250

מנחם מענדל שניאורסאהן
ליובאוויטש
770 איסטערן פארקוויי
ברוקלין, נ.י.

By the Grace of G-d
9th day of Elul, 5750
Brooklyn, N.Y.

To All Participants in the
Dedication of the expanded Chabad House
Myrtle Beach, S.C.

Greeting and Blessing!

I was pleased to be informed of the forthcoming event, taking place
on Sunday, the 12th day of Elul. I extend congratulations and
prayerfull wishes to all participants.

It is significant that this event is taking place in the auspicious
month of Elul, the last month of the outgoing year, which is a time
of preparedness for Rosh Hashana and the entire new year.

We are also in the fortieth year of the passing of my saintly
predecessor, my father-in-law the Rebbe.

The Torah tells us that everyone in the 40th year of his activities
(studies, activities), attains a deeper knowledge, a keener
perception and a fuller appreciation of the eternal values, in
which he has been and is involved.

It follows from the above, that such understanding and appreciation
calls for new dimensions in terms of one's dedication and
participation in the ongoing and expanding activities and
institutions that have been founded by the Rebbe and are conducted
in his spirit and guidelines.

Moreover, the current year תש"נ, which has been designated as a
year of Nissim (miracles), adds a further meaning to the message
relating to the event. In Loshon HaKodesh, the word Nes (miracle)
also means
a flagpole, or banner, which is used as an effective means of
rallying people together for a common purpose. And, of course, the
common purpose of all Jews is to make this world a fitting
"dwelling place" for HaShem - in our heart and mind, in our home
and in our community, and in the world at large.

With all the above in mind, I am confident that each and all of the
participants, will take the fullest advantage of the enormous
opportunities that you have to expand and intensify your ongoing
activities and programs of spreading and strengthening Torah and
Yiddishkeit in your area and the world over.

With prayerful wishes for hatzlocho in all above, and for a good
and sweet year, both materially and spiritually,

With Blessing

M. Schneerson

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מכתב כ"ק אדמו"ר באנגלית לחנוכת הבית של הבית חב"ד במירטיל-ביטש - ט' אלול ה'תש"נ