

Dear Colleagues,

I wanted to reach out regarding Yom HaShoah, as I know Federations across the country are holding memorial ceremonies this evening to mark this solemn day in the Jewish calendar.

CIJA is here to help promote these important events through our various social media channels. If your Federation/community will be posting photos/videos on Facebook or Twitter covering this year's events, please be in touch with Richard Clark at [rclark@cija.ca](mailto:rclark@cija.ca) – who can amplify your message on CIJA's social media platforms.

**As well, CIJA is launching a national campaign today to urge the Government of Canada to issue a formal apology in the House of Commons for Canada's refusal to admit 900 Jewish refugees aboard the MS St. Louis in 1939.** This shameful decision resulted in hundreds being murdered in the Holocaust, after being forced to return to Europe. For many in our community, the fact that Canada has not formally apologized for this fateful decision remains a source of pain and concern. While the Prime Minister has rightly acknowledged this dark chapter in Canadian history, we are encouraging him to take the next step by issuing a formal apology – with the backing of all parties in the House of Commons.

**As a part of this campaign, it is crucial to demonstrate that Canadians care about this issue. Community members can add their name to our letter to the Prime Minister and the party leaders. Would you be able to promote the campaign at any Yom HaShoah events this evening, as well as on Federation social media and/or electronic newsletters? <http://cija.ca/st-louis/> You can even ask your guests to take out their phones and sign up while you're all together.**

Thank you in advance. Please do not hesitate to reach out if you have any questions.

Best,

**Judy Zelikovitz**

*Vice President, University and Local Partner Services  
The Centre for Israel and Jewish Affairs (CIJA)*