



From the Desk of the CEO:

This week I want to extend a huge thank you to all the volunteers, performers, and community members who came to support the Israel Pavilion at Heritage Festival. Two months ago, we still weren't sure if this event would proceed, and if so, what the restrictions would be. To the last day they kept changing, and we kept pivoting. We were one of the few pavilions to have a culture tent and performers along with our delicious food, drawing large crowds who cheered and danced along with us.

While having the opportunity to engage and educate the public about Israel is significant there is an added element of success to this story. These past few months have been especially challenging for our teens and young adults, who were spending large amounts of time on social media (with restrictions in place, online schooling and more time at home) where interactions concerning Israel have been challenging and at times antisemitic. At Heritage Festival, they had an entirely different experience in person than they have been living out on social media. Whether in conversations in the culture tent or as an entertainer, the interactions were positive, the public curious and engaging and the ability to be a proud, public Jew was reaffirming.

This weekend the Dutch Canadian Club is unveiling the Anne Frank Statue at Light Horse Park, 104<sup>th</sup> St and 86<sup>th</sup> Ave. Both the Jewish Federation of Edmonton and many of you have also supported this initiative. The ceremony will begin at 1 pm, and our President, Steve Shafir, will be bringing greetings on behalf of the community. Please join him in this momentous occasion or watch the livestream here. <https://youtu.be/RDsJRRTZwsY>

As you may have noted, we have organized a number of outdoor events for community members to gather safely again. We recognize that there are many on holidays this week, and have CANCELLED the Pre-Shabbat gathering tonight, August 6. Please register for the Corn Maze event (fun for all ages!) on August 22 (5\$ a person \$15 a family) and mark August 27 on your calendars for an end of summer, pre-Shabbat celebration, complete with a FREE kosher ice cream truck, a magic show, games, and more. You can find more information here. <https://www.jewishedmonton.org/summer-fun-series>

Finally, we are in need of volunteers for our casino August 23<sup>rd</sup> and 24<sup>th</sup>. The AGLC casino enables us to pay the rent for our offices and more, and the gift of your time provides us with much needed funds. You can register [here](#).

Shabbat Shalom Edmonton.