



### 100 Days of Captivity – Raising Global Awareness – Bring Hersh Home

**January 14, 2024 will mark 100 days** since October 7th, when [Hersh Goldberg-Polin](#) and the other hostages were abducted by Hamas. We pray that before Day 100th, Hersh and all the hostages will be able to return to their loved ones. But if they are not, **we need you, now more than ever, to help raise global awareness and mobilize advocacy efforts to bring them home!**

**THIS IS AN ISSUE OF GLOBAL CONCERN.** The hostages range in age, religion, and nationality. Their lives are at risk with every passing hour. We can't leave them in captivity for even one more day.

Help us with the following actions and show the world that this crisis is unacceptable:

1. **Tape it. Post it. Tag it.** Every morning Hersh's mother Rachel Goldberg takes a piece of masking tape, writes the number of days that have passed since Hersh was taken hostage and places it on her shirt. This ever-changing number is a reminder that with each passing day their lives are at ever-greater risk.

#### [Join Rachel on January 14, 2024 to show that you care:](#)

All you need is masking tape and a black marker.

Write the number 100, and place it on your shirt over your heart.

Take a picture, post it and tag: **#Bring\_Hersh\_Home #BringThemHomeNow**

2. **Join an in-person gathering.** Bring Hersh Home is partnering with Run4TheirLives to facilitate opportunities around the globe to gather, walk, or run for the immediate release of the hostages. [CLICK HERE](#)
3. **Ride to Bring Them Home.** Bring Hersh Home is partnering with Israel Premier Tech to facilitate cycling events to call for the immediate release of the hostages. [CLICK HERE](#)
4. **Host a Vigil.** Read the names of the hostages, recite [One Tiny Seed](#) (Rachel's poem), share profiles of hostages who remain in captivity, call your elected officials. [CLICK HERE](#)
5. **Initiate an Interfaith Plea to release the hostages.** [CLICK HERE](#)
6. **Follow the Hostages and Missing Families Forum.** For more initiatives: [CLICK HERE](#)

***Please share this campaign widely. Join millions of people in giving a voice to the voiceless -  
BRING THEM HOME NOW!***

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