Dear Friend,

The **Ahavas Yisrael Project** is anexciting initiative that is spreading like wildfire throughout the Jewish world. I would like to invite you to be a part of it. Its purpose is to create a worldwide awareness, among Jewish women, of our obligation to love and respect every Jew, by reinforcing the knowledge that all Jews are connected and responsible for one another.

We are living in a time wrought with trials and tribulations.  Can any of us honestly say that we don’t see the escalation of global terrorism, intermarriage, physical, emotional and social challenges, nuclear threats, and natural disaster which have become the status quo for this generation?  **It seems quite clear that Hashem is trying to get our attention on a global scale.**

Rabbinic leaders were approached and asked how Jewish women could help alleviate the pain and suffering in a realistic and practical way. The answer seemed quite clear.  By learning and applying the laws of loving and respecting one’s fellow Jew, Jewish women can make a difference.  As a result, women have been encouraged to create groups in order to work on Ahavas Yisrael.

AY Groups meet for **just 20 minutes a week**. Each gathering focuses on the laws of interpersonal relationships and discusses their relevance, presented within the context of inspiring stories based on real-life experiences.

Each lesson ends with a “stretch of the week”.  This is a simple exercise designed to be easily incorporated into one’s busy week, providing the opportunity for each woman to apply what she’s learned.

Currently, there is an unprecedented amount of women around the world embracing and promoting this idea. They are excited about the individual and collective impact of the AY Project.

Over the next couple of weeks, you will receive your personal invitation to join our AY Group. I hope you will join me in participating in this amazing opportunity.

Please visit [www.ayproject.com](http://www.ayproject.com) for more information. I look forward to greeting you personally.

Sincerely\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\* Under the guidance of Rav Yitzchak Berkovits, Shlita.

