

Areyvut names b'nai mitzvah project winners

Youths from across the country submitted entries to Areyvut, a Jewish youth outreach organization based in Bergenfield, N.J., for its annual B'nai Mitzvah Video Essay contest. Last week, the organization chose three winners, who received Apple gift cards, and two runners-up.

The purpose of the contest, said Areyvut founder Daniel Rothner, is to raise awareness about the importance of incorporating mitzvah projects into the celebration. (See page 16.)

"It's a catalyst for ongoing engagement and involvement," he said, noting that winners are often called upon to speak at future Areyvut programs. "It enables us to learn about innovative projects and new organizations."

The contest began in 2004, and the 2010 contest was the third to make use of video essays instead of the traditional written essays required in the early days of the competition.

"It's really exciting. People are taking the time to put this together and put thought into it," Rothner said.

THE WINNERS:

Eric Greenberg Goldy of New York, N.Y., won the grand prize for his entry, "PCF Strike Out Pediatric Cancer Bowlathon." For his bar mitzvah project, Eric developed his own bowlathon fund-raiser for the Pediatric Cancer Foundation and raised more than \$80,000 this past year.

View the video at www.areyvut.org/bnai_mitzvah/essay_contest/eric_greenberg_goldy/.

Second place went to Samuel Kalnitz of Atlanta, Ga., for his "Mitzvah Bars" project. He created a chocolate bar, wrapper, and website to sell his "Mitzvah Bars" and raise funds for the ML4 Foundation and Camp Yofi, a camp for children with autism.

View the video at www.areyvut.org/bnai_mitzvah/essay_contest/samuel_kalnitz/.

Third place went to Joshua Pattiz of Agoura, Calif., for "Josh's Mitzvah Project for Heifer International."

Joshua's project supports Heifer International,

an organization that provides micro-loans and animals to help individuals and families in economically depressed countries become self-sufficient.

View the video at www.areyvut.org/bnai_mitzvah/essay_contest/joshua_pattiz/.

Mike Sabath of Katonah, N.Y., received an honorable mention for "Hand in Hand."

He wrote and composed a song called "Hand in Hand," which he sang with 140 student volunteers. The song is being sold on Mike's website and iTunes, with all of the proceeds going to Ability Beyond Disability and the Special Olympics.

View the video at www.areyvut.org/bnai_mitzvah/essay_contest/mike_sabath/.

Jordana Wise of Hollis Hills, N.Y., also won an honorable mention for "Jordana's Bat Mitzvah Project." Jordana put together four bat mitzvah projects to benefit Habitat for Humanity and the Margaret Tietz Nursing and Rehabilitation Center.

View the video at www.areyvut.org/bnai_mitzvah/essay_contest/jordana_wise/.

INVITATIONS WITH A MITZVAH

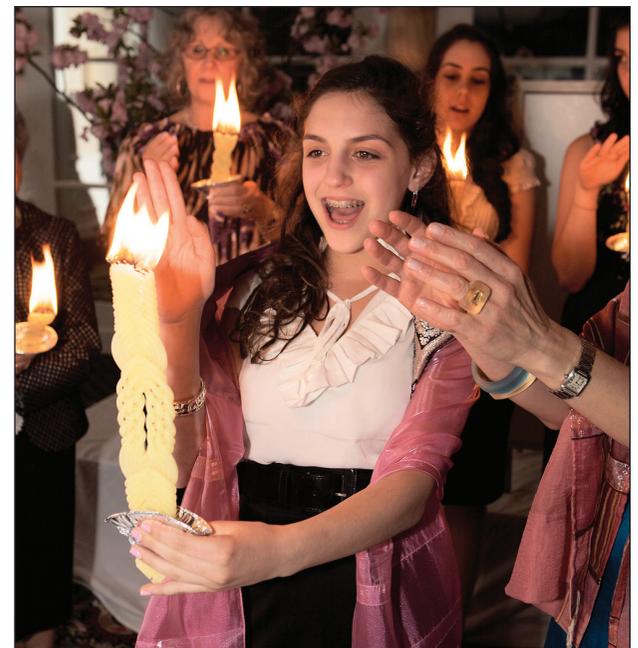


Unique JNF invitations by Encore Studios let you plant a tree or make a contribution toward JNF's water development projects in Israel in honor of each guest. What a perfect way to enhance your special occasion with a mitzvah, support Israel and celebrate your special day at the same time! A portion of your purchase is tax deductible.

"Our family and friends were delighted that trees were planted in Israel in their honor through JNF..."

—Janice & Evan Kohn, Parents of Bar Mitzvah boy, David, Chicago, IL

For more information visit
JNF.org/simcha
or call 1-800-700-1312.



This happy bat mitzvah girl was photographed by David Sahadi.

Spotlight on Sahadi

David Sahadi has been capturing special moments for 20 years. With a passion for photography combined with an eye for detail, form, and light, Sahadi — the owner of Studio 6 Photography, a state-of-the-art, high-end studio in Englewood, N.J. — is one of the most respected and versatile photographers in the industry.

In addition to shooting in a variety of formats, from 35mm to medium-format, the studio offers 1,200 square feet of space, a changing area, and makeup station. Experienced makeup and hair stylists are also available.

Sahadi offers high-quality photography services for his commercial, fashion, special events, bar/bat mitzvahs, and wedding clients. His clientele includes Escada, Laura Biagotti, Ralph Lauren, GameStop, Apple Computers, Car and Driver, President Clinton, Brooke Shields, and Tiger Woods.

He has also worked with elite special event and public relations agencies photographing red carpet events, press conferences, and special occasions.

For more information, call (201) 569-2999, e-mail David@studio6photography.com, or visit www.studio6photography.com.