

# THE WORLD AGLOW

## *A Celebration for Every Person*

Although Yud-Aleph Nissan had been celebrated in the years before 5732\*, it can be said that the events of *shnas hashivim* set the tone for Yud-Aleph Nissan celebrations in the years to come. The Rebbe had farbrenged and said *maamarim* on the *pesukim* of his new *kapitel* in years prior, and even the concept of giving *matanos* and composing *niggunim* existed in earlier years. Nevertheless, Yud-Aleph Nissan 5732\* was definitely special and out of the ordinary. From then on, Yud-Aleph Nissan wasn't just another *Chassidische yoma d'pagra* observed by Lubavitcher Chassidim; it became a most special

day of the year—a global celebration.

As the Rebbe himself explained<sup>3</sup>, the Yud-Aleph Nissan farbrengens were not merely celebrating a personal milestone, but are a recognition of (the Rebbe's and) Lubavitch's work for world Jewry and the world at large (see chapter אָנא נָסִיב מוֹלָכָא—*Yud-Aleph Nissan farbrengens*). Venerated rabbonim as well as renowned public figures, in both religious and secular circles, many which were not necessarily regulars at 770, crammed onto the benches to participate in these farbrengens.

Public figures from across the spectrum of society found their place

on the stage seated behind the Rebbe. A Torah leader and a famous non-religious celebrity could be found sitting next to each other. Government officials from opposing political parties could be seen conversing with the Rebbe in between *sichos*. Many people divided on almost every other issue, came as one to pay their respects to the *nossi hador* on his birthday.

Elected officials, often influenced by shluchim and *anash*, would have their governments send the Rebbe their well wishes in honor of Yud-Aleph Nissan.

The Rebbe expressed much pleasure from the many *brachos* and well wishes.

The *askanim* of Eretz Yisroel, most notably Reb Shlomo Maidanchik and Reb Shmuel Chefer, worked every year to gather wishes and greetings from many government officials in honor of Yud-Aleph Nissan. They would put them all together and present them to the Rebbe in a beautiful album each year. During the weeks before Yud-Aleph Nissan, Rabbi Maidanchik would start going from office to office in the government buildings, using his vast array of connections to accomplish this mission. The Rebbe very much appreciated the gesture.

The Rebbe even mentioned the wishes from the Israeli government



CHIEF RABBI MORDECHAI ELIYAHU SPEAKS AT A FARBRENGEN IN KFAR CHABAD CELEBRATING THE BEGINNING OF THE REBBE'S 90TH YEAR, 11 NISSAN 5751\*.



JEM 39860 BY CHAIM BORUCH HALBERSTAM 9 SHEVAT 5750

at a farbrengen on Motzei Shabbos, Yud-Gimmel Nissan 5747\*: During the Shabbos farbrengen, the Rebbe said that on Motzei Shabbos an additional farbrengen will be held, in which a topic that is not appropriate to mention on Shabbos will be discussed. The Rebbe was referring to a revolutionary new idea that surprised many Chassidim listening: To build a “Lubavitch settlement” in Yerushalayim for the Russian immigrants who recently emigrated to Eretz Yisroel.

The Rebbe proceeded to explain the significance of the walled city of Yerushalayim, being a holy city, the city of Dovid Hamelech. The Rebbe also spoke about what prompted this campaign. Firstly, the Rebbe explained, the fact that the Russian Jews recently emigrated demands that we accommodate their needs.

And secondly, “recently those in charge of the distribution of land and money [in Eretz Yisroel] turned to me with their well-wishes. Leading them was the person in charge of the entire portion of Eretz Yisroel that is currently under Jewish control [i.e. the prime minister]...

Being that this *bracha* came at their initiative... it would be most appropriate to use this opportunity...”

## A SERIOUS DAY

Although the Rebbe spent much time celebrating with and uplifting the Chasidim on Yud-Aleph Nissan, a fascinating episode shows us how serious the day was for the Rebbe, and how every moment on Yud-Aleph Nissan was precious:

Ahead of Yud-Aleph Nissan 5738\*, it was suggested for the Rebbe to either meet with the current President, Jimmy Carter, or at least to exchange greetings on the telephone. The idea was retracted. A message was sent from the *mazkirus* to Rabbi Avrohom Shemtov, that on Yud-Aleph Nissan the Rebbe is busy at the *Tziyun* of the Frierdiker Rebbe, and thus has no time for a phone call, notwithstanding its personal characteristics.

\* 5747-1987, 5738-1978