



# דער רבי וועט געפינען א וועג...

לזכות

שלוחי כ"ק אדמו"ר בכל אתר ואתר  
להצלחה רבה ומופלגה בגו"ר

נדפס ע"י

הרה"ת ר' משה זלמן

וזוגתו מרת רבקה מרים ומשפחתם שיחיו  
גרינולד

בית חב"ד, דאוונטאון לאס אנג'עלעס

## Appropriate Entertainment For Jewish Children

AS TOLD BY M. WEINSTOCK (BROOKLYN, NY)

Raising my two daughters, I noticed there was a lack of Jewish books with recurring, familiar characters like the secular books had. In addition, children were learning a lot of the how, but not enough of the why we do what we do. They know how we celebrate Shabbos and what we do on Pesach, but they don't know that we do these things because first and foremost, we have a relationship with Hashem—the most important message of all.

As a freelance writer and mother, I dreamed of a day when I would create a familiar, beloved character for our Yiddische *kinderlach*, the first ever “Jewish entertainment inspirational character;” someone to whom they could relate to who was both fun, charming and adorable, and who could also serve as a role model for our values. For a kid, there is something about seeing a character who they feel like they know that turns every book into an adventure

with a beloved friend—and an inspiration for their own lives.

I also felt these books needed to be geared to little girls as they are the future mothers upon whom the continuity of Yiddishkeit depends on.

In the spring of 5761\*, I created a brand name for my project, titling it “LITE child.” I wrote, produced and self-published the start-up book/CD set, “Yael’s Loving World” and 3,000 copies arrived in New York that summer.

Nine months later, passionate about furthering my vision of reaching every Jewish child, I was convinced it was time to publish my second Yael title.

Yet, anxiety and uncertainty persisted. What if the rest of the first book’s shipment wouldn’t sell soon?

I had far from recovered my initial investment of \$25,000, which was a loan that I still had to repay. Was I now going to go further in debt and throw more good money after bad?

I also grappled with the concern that perhaps this was all just an ego project and therefore, wouldn’t have *bracha* in it.

Filled with uncertainty and financial concern, I went to daven by the Ohel to pour out my heart and to seek guidance.

It was the Sunday after Purim, and upon entering the house near the Ohel, I heard the Rebbe say this on the video:

“Why is Megillas Esther called Megillas Esther and not Megillas Mordechai, the *tzaddik* of the time?” Answered the Rebbe emphatically, “The story of Megillas Esther is about saving the Jewish nation. By choosing Esther to be featured in the Megillah title, we learn the vital lesson that to save the Jewish nation, we need the women! They are the mothers of the next generations, and they provide the *Toras imecha* in the home.

“Therefore,” concluded the Rebbe, “I urge the mothers, when your children are home, be sure to provide them with Jewish entertainment and Jewish storybooks, so as not to undermine the Jewish education they receive.”

I was completely flabbergasted: I saw this as a clear sign of encouragement from the Rebbe! My founding belief of creating Yael was to empower little girls to be the best “mothers” of tomorrow and to raise beautiful families, and the Rebbe had specifically spoken about the role of the Jewish mother and the need for inspirational home entertainment and books!

After davening at the Ohel, on my way out, I stopped to watch the video once more and this is what I heard:

“During the time of the Megillah, Mordechai gathered the children to daven for Divine mercy, because as Tehillim



states, ‘*Mipi olelim v’yonkim yisadita oz*—from the mouths of babes You established strength.’

“That is why my father-in-law, the Frierdiker Rebbe, in the era of Communism, gathered a core group of his *talmidim*, and made a covenant with them that they would make every attempt to teach Yiddishkeit clandestinely in Russia to Jewish children, until the last drop of blood.

“Now I exhort you,” concluded the Rebbe, “this is not Communist Russia, and you won’t be deported to Siberia or face the gun of the KGB—if you have the power to teach Jewish children, say not that you don’t have time or money. Just do it and Hashem will help you!”

I felt the Rebbe’s clear encouragement giving me fresh resolve and a clarity of purpose and commitment, and I left with a spring in my step, a buoyancy born of certainty.

Yes, I did take a second loan of \$25,000—frightening as it was—produced my second title “New Shoes For Yael” and never looked back.

After some time, I added a boy figure called Dovy, and have since produced 20 titles of the “Yael and Dovy books” as well as a DVD. I’ve experienced many miracles along the way and the Rebbe’s *brachos* have been fulfilled in ways that could have never been imagined. **T**

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