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The Greatest Zechus

Proper conduct on a birthday

On Chof-Hei Adar 5748 (the Rebbetzin's 87th birthday), only one month after the Rebbetzin's histalkus, the Rebbe introduced a new initiative in her zechus. The following is based on the sicha as it appears in Sefer Hasichos 5748, with some additions from the audio recording of the sicha.

We have recently discussed the idea of “*Vehachai yiten el liboi*,” and as in every matter, [we attempt to connect it] with its practical implications—*hamaase hu ho'iker*:

By utilizing the [Rebbetzin's] birthday—a time during which *mazala gover*—to this end, it will lead to an increase in matters of Yiddishkeit, Torah and its mitzvos.

To preface: in addition to the fact that any private matter of a Yid affects all Yidden and the entire world, as *Chazal* said, “Every person is required to say: ‘the world was created for me,’” this phenomenon is emphasized even more regarding the day of Chof-Hei Adar.

According to Rebi Yehoshua, the world was created during the month of Nissan. This means that *Adam Harishon* was created on the first of Nissan. Since *Adam*

was created on the sixth day of creation, it follows that Chof Hei Adar is the day that “All the creations of heaven and earth were created,” and then “Each one was fixed in its proper place on the day that was decreed upon it.”

Chof-Hei Adar is the birthday of all of creation, heaven and earth and all their hosts, including the spiritual heaven and earth, all of *sefer hishtalshelus*.

...Practically speaking, a suggestion is being made now to introduce a valuable *minhag*. This will be the greatest *zechus* for her *neshama*, and for the elevation of her *neshama*; to begin properly marking one's birthday.

The Friediker Rebbe publicized the manner in which one should conduct himself on his birthday. (In previous generations this was only known to specific individuals.) “Recall one's

memories [from the past year] and reflect upon them. Tend to matters that require correction and *teshuvah*.” It has also been customary to increase in giving *tzedaka* before *Shacharis* and *Mincha* (and should one's birthday fall out on Shabbos or Yom Tov it is customary to give *Tzedaka* on the preceding day), and to add an additional session in Torah study, both *nigleh* and *Chassidus*.

In light of the above, it is most worthwhile to further publicize this custom amongst all Yidden; that on their birthdays they should increase in Torah, *tefilah*, and *tzedakah*; the three pillars upon which the world stands, beginning from the miniature world—man. They should accept upon themselves positive resolutions to increase in Torah and mitzvos over the course of the coming year.

In the same vein, one should host a joyous farbrengen on his or her birthday with family and friends. The purpose is that the new resolutions will be accepted amidst joy, further ensuring that their performance will also be in a joyous and lively manner.

This custom pertains to all Yidden; men, woman and children, and even the very young. The parents of children at a very young age can fulfill this custom for them, and when they reach an age of proper comprehension the parent can—and must—explain to them, on each one's level of understanding, that on one's birthday we must add in all areas of *kedusha*. The children too must celebrate their birthday with a joyous farbrengen together with friends.

A special emphasis must be placed on children fulfilling this custom, as a child's nature is to show enthusiasm

over anything. This excitement will also cause their brothers and sisters to want to celebrate their birthdays in a proper manner.

[Note, that there is no concern here regarding the legitimacy of adding new customs. For in addition to the fact, as mentioned earlier, that this is not really a new custom, this is also a matter of improving Torah and mitzvos through farbrenging with friends, amidst good wishes to each other.]

...In order to launch this new custom immediately, in connection with Chof-Hei Adar, we will begin with giving *tzedakah*, something that is possible for all to do. It will be given to all—men, women and children—as

THE REBBE'S HAGAOS ON A PRESS RELEASE IN YIDDISH DETAILING THE REBBE'S CALL TO BEGIN CELEBRATING BIRTHDAYS.

shlichus mitzvah money; for them to give to *tzedakah*, ideally today, and for each person to add *tzedakah* from his own money. **D**

1. Full listing of appropriate conduct for one's birthday appears in Sefer Hasichos 5748 vol. 2 p. 406

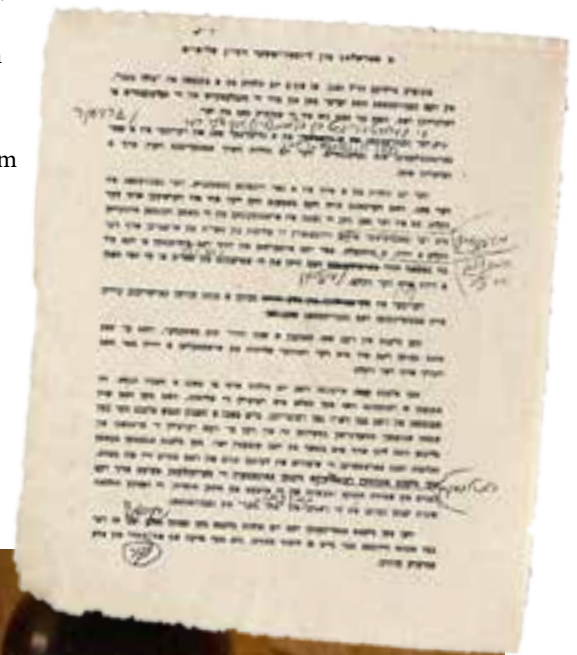


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THE REBBE LEADS THE DAVENING IN HIS HOME, FOLLOWING THE PASSING OF THE REBBETZIN.