



לזכות  
החייל בצבאות ה'  
שאול אלישע הלוי שיחי'  
ליווי  
לרגל הולדתו ביום  
ד' תשרי ה'תשע"ז

Dedicated by  
**Essel Eyewear**



V SCHILDKRAUT via JEM 108574

# CHANUKAH RALLY

*Sunday, 27 Kislev 5737, third day of Chanukah*

The annual Chanukah rally with the Rebbe was first established in 5731, and became a longstanding tradition for the Jewish children of New York city. It was organized by NCFJE's released time program, and would attract hundreds of Jewish public school children each year. Here is a pictorial overview of the rally of 5737, captured by Reb Velvel Schildkraut's photography team.

As busses arrive from all across New York, the *madrichim* welcome the children, escort them into 770 and hand them raffle tickets. The program begins with a magic show and clown skit, followed by the raffle.

At 3:30, the Rebbe enters for Mincha, smiling at the children as the band plays a joyful *niggun*.

Following *mincha* the menorah is lit, and the band leads the crowd in *Haneros Halolu*. Throughout the singing the Rebbe gazes at the children, encouraging the singing as the *niggun* comes to its joyous ending '*Lehodos U'lehalel*.'

Following some more *niggunim*, Rabbi Y. Y. Hecht delivers a *dvar Torah* and then leads the children in the 12 *Pesukim*, with the Rebbe joining in their recital.

As the rally comes to a close, the Rebbe unexpectedly instructs that he wishes to personally give each child *Chanukah Gelt*, a rare occurrence in those years<sup>1</sup>. The Rebbe stands at the door leading outside and hands each child a coin as they pass by. After all the children receive coins, the Rebbe gives coins to each of their *madrichim* as well.

1. See Derher Magazine, issue 27, Teves 5775, p. 41.



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