



לזכות

מושקא תחי'

לרגל הגיעו לגיל שתיים עשרה

היא עונת בת מצוה

כ"ז ניסן ה'תשע"ח

נדפס ע"י הוריה

הרה"ת ר' אהרן הכהן

וזוגתו מרת **מנוחה רחל**

ומשפחתם שיחיו

פינק

פלענטישן, פלארידא



CHALUKAS HAMATZOS

Matzah is the food of faith and the food of healing.¹ Indeed, these two forms of sustenance, *ruchniyus* and *gashmiyus*, are hallmarks of the *hashpa'a* a Rebbe gives to the people of his generation.² In the following pages we offer a brief overview of the Rebbe's annual tradition of distributing matzos.

1. Zohar vol. 2, 183b.

2. *Maamar V'tah Tetzaveh* 5741.

The Rebbe's matzos were prepared with utmost care and under strict supervision. There were two batches of matzos baked for the Rebbe—one in early Nissan, and another on Erev Pesach. As the first batch arrived from the bakery, the Rebbe would wait near the library (next door to 770) to receive the freshly baked matzos. (This custom began in the late 5730s, as the load of matzos grew substantially. The Rebbe would send matzos to Eretz Yisrael, England, and even to locations behind the Iron Curtain). From 5746, the matzos would instead arrive at 770.



Once the matzos arrived, the Rebbe would separate *challah* from each box, placing the pieces of separated matzah into a paper bag. A large sheet of paper was placed above all the matzos, thereby combining them under one “roof.” While breaking the matzah, a strain could be seen on the Rebbe’s face. On Erev Pesach, the Rebbe would be *mafrish challah* in his room. (It should be noted that a strain could be seen on the Rebbe’s face whenever he broke off a piece of matzah, including during the Acharon Shel Pesach *farbrengen*—Seudas Moshiach).

These matzos were sent in special containers to Eretz Yisrael and other distant locations.



On Erev Pesach following *Mincha* (which was usually at 3:15), the Rebbe would begin distributing matzos to Chassidim from the doorway of his room, wishing each person “א. כשר און פריי לעכן פסח.” The amounts distributed varied between a small piece to a full matzah. On Erev Pesach the Rebbe insisted on only distributing from the matzah baked that day, and not from the earlier batch.

In 5738 the Rebbe instructed Rabbi Hodakov that the *chaluka* to all Chassidim would from now on be conducted through the *kolel yungeleit*, and that only a select few would receive directly from the Rebbe (such as *mazkirus*, those who assisted in the Rebbe’s house, the Rebbe’s doctors, etc.).

A year later, in 5739, the Rebbe notified that shluchim organizing community *sedarim* would be able to receive matzah personally from the Rebbe.

From then on, the Rebbe would distribute matzos to the shluchim. At times, the matzos were given along with a dollar and that year's *michtav kloli*. Oftentimes the relatives of the shluchim would receive the matzos on their behalf and immediately send the matzah with a taxi, plane, or overnight mail.

In the later years, for the many shluchim who were not able to be in New York so close to Pesach, the Rebbe held a distribution earlier in Nissan with the matzos baked in the first shift.

From this early batch, the Rebbe would also send matzos to communities of *anash* around the world. In this picture we see the Rebbe placing the *michtav kloli* on top of the box to be sent to a community.

