



לזכות
הרה"ת ר' מנחם מענדל
וזוגתו מרת רחל ומשפחתם שיחיו
שמערינג



לחיים ולברכה!

The Midrash¹ tells us about Moshe Rabbeinu, our first Rebbe, that Hashem chose him to be the shepherd of His people after seeing Moshe's care for one young runaway sheep.

The Rebbe truly exemplified this dichotomy. On the one hand, tirelessly caring and laboring on behalf of *klal Yisroel* as a whole; and at the very same time, never losing sight of the every individual and their personal needs and concerns.

One example where we see this are by the farbrengens. The Rebbe was addressing the hundreds or thousands of people present, and sometimes an even wider audience watching live on television. This was when the Rebbe taught Torah, addressed pressing matters, and launched new initiatives. And yet, the Rebbe personally would seek out every person in the room to wish them "*Lchaim v'livracha*."

In this installment of the *Moments* column, we give you a pictorial overview of these special moments with the Rebbe.

1. Shemos Rabbah, 2:2.



During the *niggunim* sung between the *sichos*, everyone at the farbrengen had the opportunity to hold up a little cup with wine or *mashke*. The Rebbe would continuously survey the room, looking at each person and nodding his head. In many recording you can hear the Rebbe saying in an undertone “*L’chaim v’livracha*,” sometimes to the tune of the *niggun* being sung.

The Rebbe turns around fully in both directions, to say *l'chaim* to those on the dais behind him.



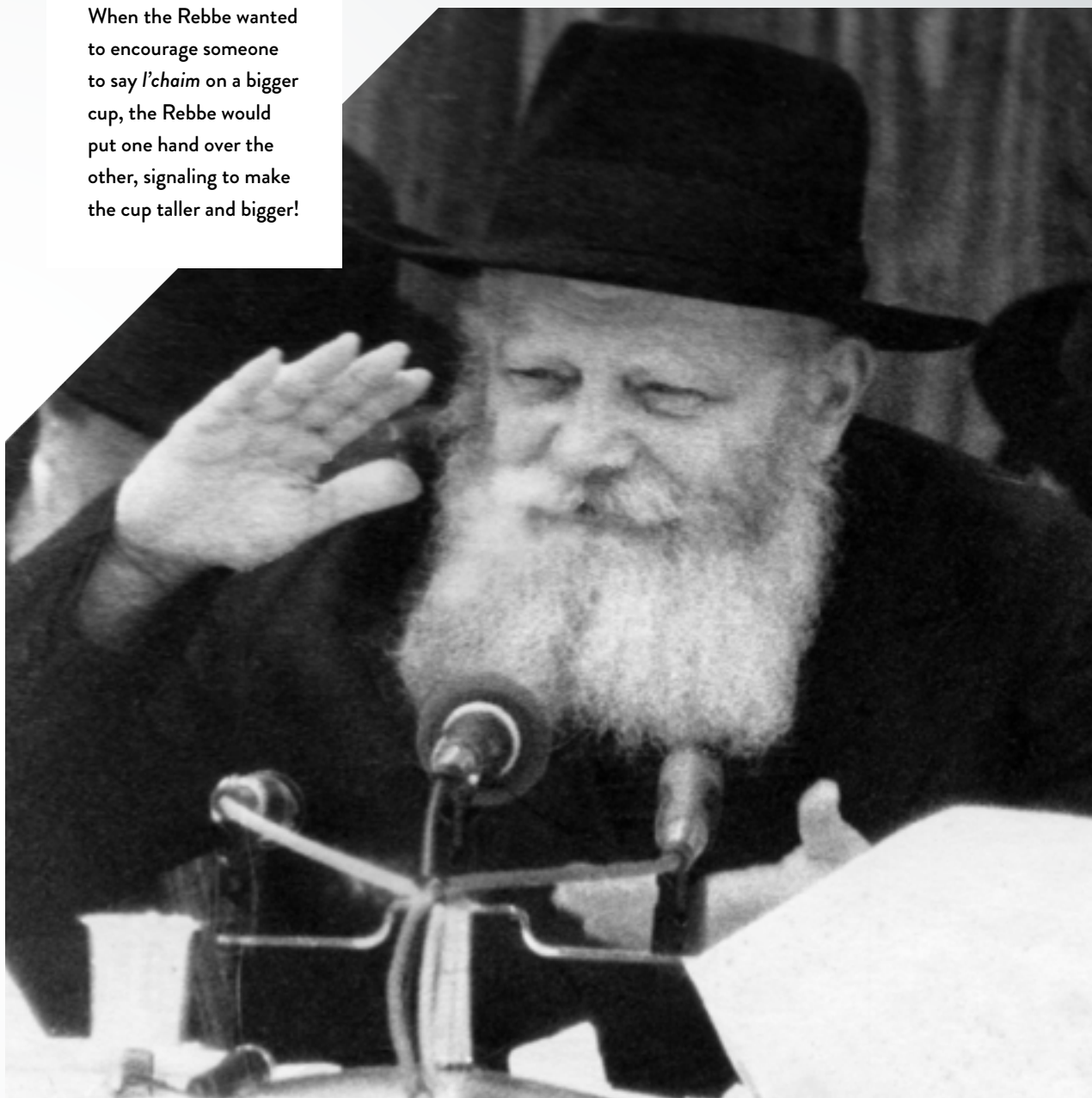


Usually the Rebbe responded to Chassidim holding up their cups, waiting for the Rebbe's response. But many times the Rebbe initiated the *l'chaim*, by holding out his hand towards someone, signaling for him to get a cup and say *l'chaim*.

Other times the Rebbe would signal by making a drinking gesture, encouraging to drink the cup of *l'chaim*.



When the Rebbe wanted to encourage someone to say *l'chaim* on a bigger cup, the Rebbe would put one hand over the other, signaling to make the cup taller and bigger!





10 NISSAN 5729, YOSSI MELAMED VIA JEM 127850

These moments were cherished by Chassidim. There are countless stories of how the Rebbe communicated with Chassidim, either responding to a question that was bothering them, or calling upon them to say *l'chaim* at the right moment.



18 KISLEV 5744, YOSSI MELAMED VIA JEM 23483

When the farbrengens were being broadcast live on television, the Rebbe would turn to the camera operators, signaling them join in and say *l'chaim* as well.

When people would come over to the Rebbe
between the *sichos*, the Rebbe would conclude
by asking them to say *l'chaim*.



CHAI ELUL 5736, LEVI FREIDIN VIA JEM 203281



JEM 110891

In the earlier years, those who had a *simcha* or an event would come over to the Rebbe after the *maamar*. The Rebbe would pour for them a *l'chaim* from a new bottle of *mashke*, say *l'chaim*, and give the bottle to be distributed at the *simcha* or function.