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EDUCATOR AND SCHOLAR AVRAHAM INFELD ADDRESSES JEWISH IDENTITY CRISIS IN LECTURE TELEVISED EXCLUSIVELY ON SHALOM TV

Believes key to Jewish survival is finding unity among a people no longer uniform

In an exclusive television event, Shalom TV is now airing a lecture from one of world Jewry's most inspiring Jewish educators, Avraham Infeld, who offers his understanding of the uniqueness of Jewish identity.



Speaking before a live audience, Mr. Infeld challenges the Jewish community to "redefine being Jewish in a world of uncertainty." The current president of Chais Family Foundation and president emeritus of Hillel, Mr. Infeld has spent his entire career energizing world Jewry, especially Jewish youth.

In his presentation, Mr. Infeld points out that the word "Jew" is not meant to be a religious term but rather a reference to "Jewish family."

To be a Jew, Infeld explains to those gathered in Stamford, Connecticut's Temple Beth El, is to be part of a mishpachah--which is why the Torah's term for the Jewish People is "The Children of Israel."

"There are few people on the Jewish scene today who can articulate the meaning of Jewish life as beautifully and as powerfully as Avraham Infeld," commented Mark S. Golub, Shalom TV president and CEO. "It is very special for us to be able to enable the entire Jewish community to hear this entertaining and profound thinker."

Avraham Infeld was instrumental in the creation of Birthright Israel which has brought more than 120,000 Jewish high school graduates on their first visit to the Holy Land. In the 1970s, he founded Melitz Center for Jewish Zionist Education, a unique organization that fosters Jewish identity in young Israelis.



Reminding his audience of the importance of maintaining a strong sense of community, Mr. Infeld explains that "We Jews had better be unified because without that we will disappear. That is the real challenge of Jewish survival: How do we 'Jew' together?"

For Avraham Infeld, Jewish survival is now dependent upon individual Jews incorporating any three of five crucial elements of the total Jewish experience into their lives: a sense of Jewish memory, identifying with the Jewish "family," a commitment to the Jewish tradition expressed through

"Mount Sinai," a love for both the land and the State of Israel, and an appreciation for the Hebrew language.



A native of South Africa, Avraham Infeld immigrated to Israel in 1959 and graduated from both Hebrew University and Tel Aviv University Law School. In 2005, he was awarded Hebrew University of Jerusalem's prestigious Samuel Rothberg Prize for Jewish Education, and was presented with an honorary doctorate by Muhlenberg College for his contribution to the field of education.

Mr. Infeld's lecture as a scholar-in-residence was sponsored by the United Jewish Federation of Greater Stamford, New Canaan, and Darien, a 12,000 member organization in Southwestern Connecticut.

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