

Your connection to the
Jewish Community...

www.mattimovescharlotte.com

In our present market, it's important to work with a Realtor with a proven track record. I will help get you going down the right path. I have been a real estate specialist since 1985! Call me today!

Matti
Ordan Reider
Specializing in Service Since 1985!

704.849.8654 Office
704.904.7250 Mobile
matti.ordan@atcmail.com

Experience • Knowledge • Service

The Butterfly Project Continues to Grow

In 1944, a 17-year old Pavel Friedmann wrote a poem entitled "The Butterfly" as he looked outside his window in the Theresienstadt Ghetto. He died in Auschwitz, but his words survived him and are part of the inspiration for the Butterfly Project. Begun in 2006 by the San Diego Jewish Academy, the mission of the Butterfly Project is to paint 1.5 million ceramic butterflies in memory of the 1.5 million Jewish children who died in the Holocaust. This program, called Zikaron V'tikvah - Remembrance and Hope - was brought to Charlotte through the efforts of Wilma Asrael, Barbara Ziegler, and Gwen Orland, along with many dedicated volunteers.

Groups of all ages have come to the Sandra and Leon Levine Jewish Community Center (LJCC) to paint butterflies. Volunteers also went into many schools to discuss the lessons of the Holocaust. Funds were raised to create a memorial sculpture garden to house the painted butterflies and its first phase was completed in 2011.

Following the dedication of the Margaret and Lou Schwartz Butterfly Garden in 2011, the LJCC hired Dana Kapustin as Butterfly Project Coordinator, to present an on-site Butterfly Project Workshop primarily to students in grades five through 12 (although the program is open to adults, as well). Dana revised the curriculum using materials from the Anti-Defamation League to create a 2-½ hour program. It begins with the inspirational memories of Holocaust survivors Irving Bienstock or Suly Chenkin. Students receive a certificate with the name of a child who perished in the Holocaust as they paint a butterfly.

They participate in a discussion of the problems of intolerance and how each child can make a difference in the world. The group is then invited to visit the Margaret and Lou Schwartz Butterfly Garden, including the Children's Holocaust Memorial Sculpture, where they have a moment to write their personal reflections. The words on the cards demonstrate a variety of learnings:

* "I feel sorry for the children who lost their lives in the Holocaust."

* "Each child was different and unique - just like the butterflies."

* "The sculpture is an inspiring way to honor the 1.5 million children who died."

* "This has made me think about the changes I could make."

* "People must come together to make a difference."

Butterflies painted at the Workshops have traveled beyond the garden in Charlotte. A dozen accompanied 16 university students from UNC Charlotte's Center for Holocaust, Genocide, and Human Rights Studies. They spent a week on a study and research tour of Auschwitz and Birkenau in March 2013. Butterflies were placed on a cattle car/prisoner transport, the Memorial Firing Squad Wall at Auschwitz, as well as other locations. They were powerful symbols of "Remembrance and Hope" in such a stark and grueling place.

The reviews of the Butterfly Project are exceptional as the numbers grow. In the school year for 2012-2013, 3,116 participants, from 32 organizations, attended a workshop. To date, more than



Freedom School students participated in The Butterfly Project.

3,500 participants are scheduled to attend during the 2013-14 school year. In addition, the Butterfly Project was recently recognized by the LJCC with its Program Services Award, for the success of the program, both in the number of participants attending, as well as the number of community volunteers involved on a day-to-day basis.

For more information or to schedule a Workshop, please contact Dana Kapustin, Butterfly Project Coordinator, at Butterfly-Project@charlottejcc.org or 704-944-6833. ☆

BUSINESS CARD DIRECTORY

To advertise in the Business Card Directory, contact one of our sales representatives:

Jodi Valenstein, 704-609-0950

or Scott Moskowitz, 704-906-2474

MARGIE SIGAL
TLC for your very special family members

Pets or Childcare/Babysitting
Overnight and/or Daytime Visits

Call, Text or email for Rates & Consultation
704-604-9023
msigal401@gmail.com

Other services available upon request:
Errands, Shopping, Transportation, and more

MICHAEL KAHN
Owner/Operator

Accent
AUTO PAINTING & COLLISION

- ♦ Free Estimates
- ♦ Insurance Claims Welcome

Quality Work at the Guaranteed Best Price!

3531 Monroe Rd. Ph: 704-347-1110
Charlotte, NC 28205 Fax: 704-347-1109
email: accentautopaint@bellsouth.net Cell: 704-201-1005

MORNINGSTAR PROPERTIES
25 YEARS OF EXCELLENCE
MATTHEWS, NC

25 Years of Serving the Carolinas with High Quality Storage and Marina Properties

www.mstarproperties.com

The Charlotte Jewish Film Festival Celebrates Its 10th Year With a New Logo

Reaching its first decade as one of the region's leading film festivals, the Charlotte Jewish Film Festival decided it was time to celebrate this milestone with a new look.

The Festival committee engaged marketing and advertising firm Kelso Communications to create a new identity that combined elements of film with a nod to the festival's Jewish programming and heritage.

"The new logo has the abstract look of the slate, or clapboard, used to mark scenes during a movie shoot," says Marcie Kelso. "But look closely at the edges of the slate, and you'll see the outline of the Star of David emerge. Our company loves adding an element of surprise to our work, and a fresh twist on the familiar. We want the festival to appear smart, fun and sophisticated through all advertising and communications, and our work aligns with the festival's mission."

With the new look, the Festival will continue to grow—looking to expand its audience beyond the more than 3,000 who attended last



year. "We are excited about growing our audience from both the Jewish and Greater Charlotte community," commented Rick Willenzik, Festival Director, "We're looking forward to a great 10th anniversary year building on our established reputation for presenting a diverse slate of compelling and entertaining films."

The Charlotte Jewish Film Festival offers great domestic and international films distinguished by the unique perspectives and experiences of the Jewish people. This year's Festival will happen February 22 - March 9 with special screenings happening with a number of community partners earlier in February.

It's not too late to get involved. Anyone interested in sponsorship of volunteering, please email contact@charlottejewishfilm.com. ☆

