

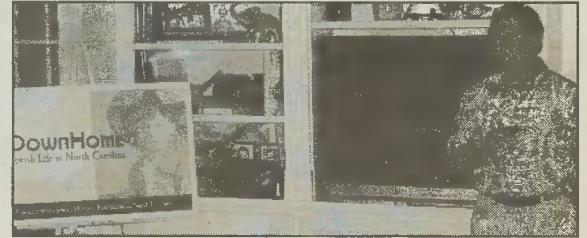
# The Story of Jewish Life in North Carolina to be Told in Multi-Media Project

The campaign for Down Home, a project of the Jewish Heritage Foundation of North Carolina, continues to attract leadership and support within in the Charlotte Jewish community.

For more than 300 years, North Carolina Jews have contributed to the state, while creating a multi-cultural character that blends Jewish values and traditions with Southern customs and manners. The Jewish contribution to North Carolina has been extensive and has helped to create one of the South's most prosperous and progressive states.

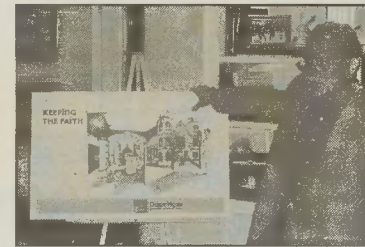
Down Home: Jewish Life in North Carolina will tell this compelling story in

- a national broadcast-quality documentary film;
- an educational video and



Host and Charlotte steering committee chair Stan Greenspon welcomes guests to the reception for Down Home. The image on the easel depicts Gertrude Weil as a child. Born in Goldsboro, she was a pioneer for women's suffrage and civil rights.

Henry Greene kibbitzes with Jerry and Barbara Levin. The JHFNC film crew recently taped Jerry at Lebo's for the Down Home documentary.



Henry Greene, JHFNC president, explains the concept for one of the exhibit's environmental modules "Keeping the Faith," which will display an ark, a Sefer Torah, and other artifacts from early North Carolina congregations. For most of the exhibit's non-Jewish visitors, this will be a unique opportunity for first-hand experience with Jewish religious traditions.

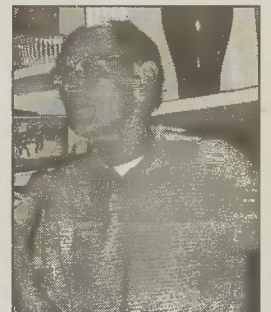
teaching guide for the state's 1.5 million public school students;

- a museum exhibition that will travel to all of the state's major metropolitan areas — it is slated to debut at the Levine Museum of the New South in mid-2008;
- and an engaging, well-researched book with full-color illustration.

At a recent reception hosted by Stan Greenspon, chair of the Charlotte campaign steering committee, guests were the first to see the newest concept drawings for the exhibit and to preview a film "trailer" featuring interviews with Down Home supporters such as Eli Evans and William Friday. Speakers included campaign co-chairs Harry Lerner and Audrey Madans, as well as Jerry Levin, a member of the JHFNC Board of Directors.

The Jewish Heritage Foundation of North Carolina is a non-profit organization dedicated to celebrating and preserving Jewish culture and history. Further information is available at [www.jhfdc.org](http://www.jhfdc.org).

Photos courtesy of Steve Girard.



Harry Lerner, one of Down Home's first Charlotte supporters, explains why the project is so important for creating a sense of shared history among North Carolina's Jews. He is lending the cash register from his father's store in Lincolnton for the exhibit module "Minding the Store," which will focus on the impact of Jewish merchants to the economy of the state.

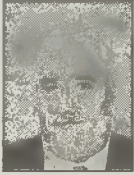
**"God does not predetermine whether a man shall be righteous or wicked; that He leaves to man himself."**

Midrash: Tanhuma, Pikkude 3

OUR STAND

\$338 SAVED ON CAR INSURANCE IS

**\$338 AVAILABLE**  
FOR SOMETHING ELSE.



**Mike Littauer**  
3525 Matthews Mint Hill Road  
Serving the Carolinas  
Mlittauer@allstate.com

Appointments to fit your schedule.

On average, drivers who switched to Allstate saved \$338 a year. Call me today.

**(704) 844-8290**



**Allstate.**  
You're in good hands.

Based on information reported by 5,291 new customers who purchased directly from an Allstate Customer Information Center. Actual savings will vary. Insurance offered only with select companies and subject to availability and qualifications. Allstate Indemnity Company, Northbrook, IL ©2005 Allstate Insurance Company



Classic Style Meets

**Hi-Tech Innovation**

Enjoy the therapeutic benefits of Zero Gravity in a traditional style. The Relax The Back Provence Chair allows you to rest easy in pressure and temperature sensitive visco memory foam with full lumbar and upper back support. This powered Provence Recliner will take you from full upright to full Zero Gravity recline at a touch of a button.

*Relax The Back - Comfort is our business.*

**RELAX THE BACK**

PARK TOWNE VILLAGE

4435 Park Road • Between Montford & Woodlawn  
[relaxtheback.com](http://relaxtheback.com) 704-523-3377

**MAID BRIGADE**

Nationwide since 1979

*Beneath The Clean,  
You'll Find Sparkling  
Customer Service.*

- We clean Reliably & Securely
- Every Cleaning is Inspected & Guaranteed
- One-Time, Weekly, Bi-Weekly or Monthly Service
- No Contracts, No Hidden Fees, No Long-Term Obligation
- Background Checked, Uniformed, Bonded & Insured
- Custom or Priority Cleaning Based on Your Budget

**704-568-0028**

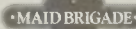
[www.maidbrigade.com](http://www.maidbrigade.com)

Visa • MC • American Express • Discover



**\$15 Off**

**Our First Visit**  
new customers only

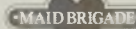


704-568-0028

With this coupon.  
Not valid with any other offers.

**\$10 Off**

**Our Second Visit**  
new customers only

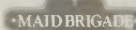


704-568-0028

With this coupon.  
Not valid with any other offers.

**\$10 Off**

**Our Third Visit**  
new customers only

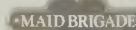


704-568-0028

With this coupon.  
Not valid with any other offers.

**\$10 Off**

**Our Fourth Visit**  
new customers only



704-568-0028

With this coupon.  
Not valid with any other offers.