

# The Charlotte JEWISH news

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## Humorist and Author A.J. Jacobs to Highlight 2013 Main Event

Co-chairs Wendy and Adam Petricoff, invite you to join them at the Federation's 2013 Main Event which will be held on Thursday, December 6 at 7:30 PM at Temple Israel. The Main Event is the Jewish Federation's most widely attended event of the campaign season.

This year's guest speaker is A.J. Jacobs, author of four New York Times bestsellers and renowned as "the human guinea pig." Described by the *Chicago Sun Times* as "a humorist beyond doubt, perhaps without peer," A.J. Jacobs has thrown himself into bizarre situations all in the name of a little curiosity and a lot of humor.

A.J. Jacobs' book, *My Life as an Experiment: One Man's Humble Quest to Improve Himself*, is a compilation of essays. It contains such experiments as life-changing quests featuring George Washington's rules of life, marital harmony, marital disharmony, and multitasking. Jacobs is also the author of *The Know-It-All: One Man's Humble Quest to Become the Smartest Person in the World*, a memoir of the year he spent reading the entire *Encyclopedia Britannica* from A to Z, all 44 million words of it. The book was featured on The Oprah Winfrey Show and Good Morning America. *Time* magazine called it "hilarious and touching." The book spent ten weeks on the *New York Times* Bestseller List and was translated into 11 languages.



A.J. Jacobs

*The Year of Living Biblically: One Man's Humble Quest to Follow the Bible as Literally as Possible* garnered rave reviews around the country and has been optioned by Paramount Pictures. For this book, A.J. Jacobs attempted to abide by the hundreds of rules in the Bible, from the famous (the Ten Commandments; be fruitful and multiply) to the often neglected (stone adulterers and avoid wearing clothes of mixed fibers.) Jacobs manages to find humor in his attempts to comply with the more arcane strictures, but also, somewhat unexpectedly, finds comfort and meaning in both the rituals and meaning of the Hebrew Bible.

His most recent book, released in April, is *Drop Dead Healthy: One Man's Humble Quest for Bodily Perfection*. The book (which Jacobs wrote on a treadmill) documents the author's journey to follow the latest medical advice and become his healthiest

self — which included trying every diet plan, every workout routine, and every self-improvement tip he could find. *Drop Dead Healthy* has been referred to as the healthiest book ever written — a book that will make you laugh until your sides split and endorphins flood your bloodstream.

Jacobs is also recognized for his article "My Outsourced Life," for which he hired a team of assistants in Bangalore, India, to do everything for him, from answering his emails to reading bedtime stories to his son. This well known

and was a staff writer for MTV's animated show *Celebrity Deathmatch*.

The publication of *Drop Dead Healthy* completed Jacobs' mind, body, spirit trilogy (with *The Know It All* and *My Year of Living Biblically*). On December 6, you can nourish your mind, body, and spirit at The Main Event's dessert reception and book signing which will take place immediately following the program. Additionally, you may be one of three lucky prize winners through your purchase of an NCBT Shalom Park

### Main Event

Featuring

**A.J. Jacobs**

December 6

7:30PM

Temple Israel

Tickets \$36 each

[www.jewishcharlotte.org](http://www.jewishcharlotte.org)

### NCBT Shalom Park Bucks Raffle In Conjunction with the Main Event

*Nourish your mind, body and spirit with Shalom Park Bucks.*

First Prize: \$1000 Second Prize: \$750 Third Prize: \$250

Shalom Park Bucks can be redeemed for:

*Mind:*

Tuition for —

- Charlotte Jewish Day School ♦ Charlotte Jewish Preschool
- Hebrew High ♦ Jewish Preschool on Sardis
- Melton Adult Education ♦ Tikvah Charlotte
- JLI: Jewish Learning Institute
- Other Jewish Adult Educational Opportunities

*Body:*

- LJCC Membership ♦ LJCC Personal Training or Pilates
- Massages at LJCC ♦ Other fitness activities at the LJCC

*Spirit:*

- Temple/Synagogue Dues ♦ Camp Mindy
- Jewish Family Services Counseling Sessions
- Jewish Summer Camp and Jewish Experience Opportunities
- Jewish Teen Organizations, Conferences, and Kallahs
- Teen Israel Experiences
- Mission Subsidies for Jewish Trips to Israel

Tickets are \$25 each or 5 for \$100. Tickets can be purchased online at [www.jewishcharlotte.org](http://www.jewishcharlotte.org) or by calling the Federation office at 704-944-6757.

Winners will be announced at The Main Event.

You do not have to be present to win.

Shalom Park Bucks will be distributed directly to the service provider selected by raffle winners.



Petricoff or any of the members of their dynamic Steering Committee: Judy and Stan August, Amy Augustine, Gail and John Baron, Tara and Doug Benson, Lisa and Barry Blau, Andrea and George Cronson, Talli and John Dippold, Avie Goodman and Jason LeClair, Linda Greenfield and Ira Dunst, Jill and Andrew Halverstam, Moira Quinn Klein and Robert Klein, Karen Knoble and Barry Bobrow, Jenn and Michael Koss, Alison and Mark Lerner, Eric Lerner, Julie and Howard Levine, Laura and Marc Lewin, Risa and David Miller, Elaine and Brad Moody, Joann and Alec Natt, Wendy and Lee Pake, Chantal and Ilya Rubin, Stacey and Ira Slomka, Aviva and Jeff Stein, Karen and Jeff Turk, Debra and David Van Glish, Judie and Mike Van Glish, and Jen and Mark Weintraub.

At the Main Event, you will have the opportunity to make your pledge to the 2013 Annual Campaign "Together, We Do Extraordinary Things." The Jewish Federation's annual fundraising campaign is focused on helping people in need, rescuing people in danger, and keeping Jewish life strong. The Jewish Federation believes in the power of community and in working together to make the world a better place. Please visit our website [www.jewishcharlotte.org](http://www.jewishcharlotte.org) to learn more about the Jewish Federation of Greater Charlotte.

The mission of the Jewish Federation of Greater Charlotte is to raise and distribute funds to support and enrich the lives of Jews locally, nationally, in Israel and worldwide. Through education, planning and community building, the Federation's mission ensures that Jewish values, goals, traditions and connections are preserved for current and future generations. ✪

article has been optioned by Universal Pictures.

He is the editor-at-large of *Esquire* magazine, which according to A.J. Jacobs means that he "works from home." Additionally, he has written for *The New York Times*, *New York Magazine*, and *Entertainment Weekly*, and has appeared on The Oprah Winfrey Show, The Today Show, Good Morning America, CNN, MSNBC, CNBC, Fox News, and CSPAN, as well as Who Wants to Be a Millionaire. For two years, he was an occasional correspondent for NPR's "Weekend Edition." Jacobs was also senior editor at *Entertainment Weekly*

Bucks Raffle ticket. Cash prizes can be used at any of the agencies and institutions throughout the Jewish community for Jewish education, physical fitness, or spiritual development.

Tickets for the Main Event are \$36 per person and NCBT Shalom Park Bucks raffle tickets are \$25 each or 5 for \$100. Tickets can be purchased online at [www.jewishcharlotte.org](http://www.jewishcharlotte.org); by calling 704-944-6757 or by mailing in your check to Jewish Federation, 5007 Providence Road, Suite 101, Charlotte, NC 28226.

For more information about the Main Event, please contact the Federation office, Wendy or Adam

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