

Everybody welcome to the launch of PJ Library in South Africa !

We are now proudly part of the PJ Global network, with its extensive reach and coverage evident in 17 Countries across 6 Continents. It gives us the unique opportunity to share this platform with many other Jewish Communities around the World.

PJ library has distributed in excess of 10 million books so far, and counting. What excites us is that PJ Library is about fun and happiness- and 96% of parents say that PJ Library has supported their family in having conversations about Jewish traditions, values and customs. PJ has helped families feel connected to their local Jewish Communities.

When you receive your book and bag, there will be a message about a special young lady, Daniella Moffson. You know every child is beautiful and special, and has greatness within them – and they should never have their lives cut short before this beauty and greatness is allowed to emerge.

Daniella Moffson was my niece- she was a beautiful and special child.

Her greatness was an incredible love of Judaism and of children- a wonderful combination. She was dedicated to trying to make children happy and for them to see the beauty of Judaism. She was a truly from person, and she spent her free time volunteering- at different charities for children even at Aids Clinics in South Africa while she was on holiday from Ny.

This beautiful commitment manifested itself

in her career choice- she was studying medicine at Barnard in NY with a dream of becoming a pediatric oncologist- precisely to help children at their most vulnerable time, to cure them and to alleviate their pain. She was in Honduras doing volunteer work with her university when she was tragically killed at age 21 in a bus accident.

Daniella dovened three times a day no matter where she was- it is profound that she asked to swop seats so she could sit next to the window where there was better light to do her dovening that day, a choice that cost her her life but saved another. The irony and tragedy – that she was taken from us while pursuing both her love for children and of Judaism- was clear to us and this framed our need to perpetuate her memory in a special way consistent with this.

This is why we chose to be part of bringing PJ library to SA- it is exactly the embodiment of Daniella- bringing joy to children and doing so by lighting a fire in them about the beauty of their Judaism.

To bring this to South Africa right now is so exciting – our Country is beautiful, and our Jewish Community is particularly special. Nothing can be more important than the happiness and confidence of our

] children, underpinned by an excitement and pride in their Judaism.

We are honored to be part of this.