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Jewish High Holidays Arriving at a Monitor Near You

OurJewishCommunity.org Delivers Interactive, Video-Streamed Services of Rosh Hashanah, Yom Kippur, for the Fifth Consecutive Year

CINCINNATI (September 10, 2012) – For the fifth straight year, award-winning online synagogue OurJewishCommunity.org, will video-stream interactive Rosh Hashanah (Sept. 16-17) and Yom Kippur (Sept. 25-26) services, including a unique Yom Kippur Memorial Service that will include photos submitted by people from around the world.

In past years, tens of thousands of computer users have logged in for the High Holidays at OurJewishCommunity.org, and this year the number of online participants is expected to increase as word of the services spreads.

While OurJewishCommunity.org streams most of the Rosh Hashanah and Yom Kippur Services live from its sanctuary in Cincinnati, the memorial service on Yom Kippur afternoon is pre-recorded. Rabbi Robert Barr, one of the rabbis of OurJewishCommunity.org, explains, “The Yom Kippur memorial service is a time for individuals to remember their loved ones who are no longer alive. While congregations often read the names of those who are being memorialized in that local community, we wanted every Jew in the world to know that they could memorialize their loved ones at OurJewishCommunity.org. We don’t just take what we’re doing in Cincinnati and put it online; rather we create opportunities for a global community”

Instead of reading names, the rabbis include a slide show during the service with photographs and names of the deceased. People are invited to submit photos to the memorial service anytime before Sept.19 by emailing memorials@ourjewishcommunity.org.

“There’s so much that we do at OurJewishCommunity.org to connect Jews around the world,” said Rabbi Laura Baum of OurJewishCommunity.org. “But for me, the most powerful thing we do each year is our Yom Kippur memorial service. We read liturgy that gives voice to our emotions around loss and memory and then see our loved ones’ faces on the screen. Last year, it was amazing to see the thousands of people watching who typed in additional names of people they were remembering in the Facebook chat feature. Memory has always been central to the Jewish experience, and now we give people a place to remember their loved ones while connecting with other people who have also experienced loss.”



OurJewishCommunity.org presents a new model for Jewish life, bringing Judaism to people wherever they are. This year, OurJewishCommunity.org was named one of the 50 most innovative Jewish organizations in North America by the Slingshot Guide, a Zagat-style guide for the world of Jewish innovation. Since its launch in 2008, OurJewishCommunity.org has reached hundreds of thousands of people through its weekly streaming Shabbats, streaming High Holiday services, podcasts, YouTube videos, educational resources, holiday e-cards and more.

OurJewishCommunity.org is a global outreach initiative of Congregation Beth Adam in Cincinnati, Ohio. Over its 32-year history, Beth Adam has written liturgy for the Jewish holidays that expresses a contemporary and modern Jewish experience. The liturgy gives voice to Judaism's ever-unfolding religious experience and promotes the values of intellectual honesty, open inquiry and human responsibility.

In addition to the live Rosh Hashanah and Yom Kippur services and the pre-recorded memorial service, there are holiday services for children. Those will also be pre-recorded and include stories, songs, and age-appropriate background about the holidays. All services will also be archived for future viewing.

The services will be live-streamed at www.Facebook.com/OurJewishCommunity in addition to at www.OurJewishCommunity.org with Facebook and Twitter chats. iPhone, iPad, and Android users can download the free OurJewishCommunity.org app and watch services there.

Dates/Times:

Sunday, September 16, 2012 at 8:15 PM ET (Rosh Hashanah Evening)

Monday, September 17, 2012 at 10:30 AM ET (Rosh Hashanah Morning)

Monday, September 17, 2012 at 1:30 PM ET (Rosh Hashanah Children's)

Tuesday, September 25, 2012 at 8:15 PM ET (Yom Kippur Evening)

Wednesday, September 26, 2012 at 10:30 AM ET (Yom Kippur Morning)

Wednesday, September 26, 2012 at 1:30 PM ET (Yom Kippur Children's)

Wednesday, September 26, 2012 at 4:00 PM ET (Yom Kippur Memorial)

To join the free community and view any of the services, visit www.OurJewishCommunity.org or www.Facebook.com/OurJewishCommunity.

About OurJewishCommunity.org

OurJewishCommunity.org is the world's first contemporary online synagogue. Launched on September 1, 2008, OurJewishCommunity.org has reached more than 300,000 individuals in all 50 states in the U.S. and in more than 180 countries. The online community features blogs, audio podcasts through iTunes, video podcasts through YouTube, streaming holiday services, discussion boards, holiday eCards, recipes, educational materials for all ages, and more. We have more than 3,000 followers on Twitter (www.twitter.com/JewsOnline and



www.twitter.com/Rabbi) and OurJewishCommunity.org has over 16,000 Facebook fans (www.facebook.com/ourjewishcommunity).



Laura Baum, Rabbi, OurJewishCommunity.org

As a Founding Rabbi of OurJewishCommunity.org, Rabbi Laura Baum works to engage Jews through social media and other technology. Baum was named one of the 50 most influential female rabbis by the Jewish Forward and has been featured in the New York Times, CNN.com, the Wall Street Journal, and the Jerusalem Post. An expert on social media and the changing needs of the Jewish community, Rabbi Baum is a popular speaker on a range of topics.

Rabbi Baum was ordained by Hebrew Union College in 2008 and earned an M.B.A from Xavier University in 2012. She graduated from Yale University in 2001 Summa Cum Laude, Phi Beta Kappa, and with distinction in the Psychology major.



Robert B. Barr, Rabbi, OurJewishCommunity.org

Rabbi Robert B. Barr, ordained by Hebrew Union College in 1981, is the Founding Rabbi of Congregation Beth Adam in Cincinnati, Ohio. Under his leadership for the last 30 years, Beth Adam has grown from 6 members to over 300. The congregation has a significant voice and is a resource for liberal Jews worldwide. Rabbi Barr first imagined the online congregation and has played a continuing role in its development, including his weekly podcasts (“Barr’s Banter”), which are available on iTunes.

Rabbi Barr is active in the leadership of many Jewish organizations and has twice served as president of the Greater Cincinnati Board of Rabbis. Recognized by his peers as a leader in the evolution of modern, liberal Judaism, his writings have been published in journals, books, and web sites around the world.

High Resolution Photos available upon request.