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**“A Conversation with Edgar Bronfman”
Followed by Autographing of Mr. Bronfman’s latest book
“Hope Not Fear”
Interviewed by Peabody Award Winning Journalist, Lee Zurik
of WWL TV**

New Orleans - Wednesday, May 6- Uptown JCC - 6:30 PM - The New Orleans community will welcome Edgar Bronfman, Sr. Formerly CEO of the Seagram Company Ltd, Edgar M. Bronfman is a renowned philanthropist and Jewish leader. Through The Samuel Bronfman Foundation, named in memory of his father, he supports many initiatives that inspire a renaissance in Jewish life. He serves as chairman of Hillel: The Foundation for Jewish Campus Life and has played a key role in transforming Hillel into a vibrant international organization. In 1987, he founded the [Bronfman Youth Fellowships](#) in Israel, which educates and inspires future leaders from diverse Jewish backgrounds. [The Curriculum Initiative](#), which Bronfman created in 1996, supports Jewish students in independent high schools and introduces school communities to Jewish culture and ethics. In 2001, Bronfman founded [MyJewishLearning.com](#) to serve as an online center of learning for Jews of all denominations and levels of knowledge

Until June 2007, Bronfman also served as president of the World Jewish Congress (WJC), an international federation of Jewish communities and organizations whose primary goal is to preserve and foster the worldwide unity of the Jewish people. Working with the WJC, he advocated for the release of the Prisoners of Zion from the USSR and convinced Pope John Paul II that the establishment of a Carmelite convent near Auschwitz would be an affront to Jews worldwide. In 1998, Bronfman succeeded in winning restitution for Holocaust victims

whose assets had been held in Swiss banks. He has also served as president of the World Jewish Restitution Organization, which is devoted to the return of property and wealth owned by Jews who perished in the Holocaust.

Bronfman has been recognized for his leadership by organizations, universities and governments around the world. In 1999, President Clinton awarded him the Presidential Medal of Freedom, the United States' highest civilian honor.

In his book, "Hope Not Fear", written with Beth Zasloff, Edgar Bronfman outlines a path to Jewish renaissance in America, a plan for how to invigorate the Jewish community, and forge a new way for Jewish life in North America. Although the book focuses on the Jewish community, many faith traditions can learn from how Mr. Bronfman proposes to revitalize the American Jewish community.

After a lifetime of fighting the persecution of Jews, Edgar M. Bronfman has concluded that what North American Jews need now is hope, not fear. Bronfman urges North American Jewry "to build, not fight. We need to celebrate the joy in Judaism, even as we recognize our responsibility to alleviate suffering and to help heal a broken world. We need to understand Judaism as a multi-faceted culture as well as a religion, and explore Jewish literature, music, and art. We need to understand our tradition of debate and questioning, and invite all to enter a conversation about our central texts, rituals, and laws. We need to open our book anew, and recreate a vital Judaism for our time."

Through a reexamination of important texts and via interviews with some of the leading figures in Judaism today, Bronfman outlines a new agenda for the Jewish community in North America, one that will ensure that Judaism grows and thrives in an open society. He calls for welcome without conditions for intermarried families and disengaged Jews, for a celebration of Jewish diversity, and for openness to innovation and young leadership. Hope, Not Fear is an impassioned plea for all who care about the future of Judaism to cultivate a

Jewish practice that is receptive to the new as it delves into the old, that welcomes many voices, and that reaches out to make the world a better place.

Please join us for this very important event.

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PROGRAM IS FREE AND OPEN TO THE PUBLIC. Find out more information on www.nojcc.org.

The Jewish Community Center of New Orleans is a non-profit organization that continues to serve the entire New Orleans community with quality programming in the areas of pre-school education, daycare, summer programming, adult programming, physical education, public affairs, political forums, lectures and especially Jewish education. The mission of the Greater New Orleans Jewish Community Center is to promote and insure the well being of our Jewish community and to instill an understanding of Judaism and its heritage by providing a Center where all can enjoy, learn, experience and share in quality activities in a Jewish environment.

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