

FOR IMMEDIATE RELEASE 11/7/13

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**The Bill Graham Menorah: Lighting it up since 1975!
Chanukah In Union Square November 27th – December 4th**

Sharing the Light of the Miraculous:
A Rabbi, A Robot, The Israeli Consul, The Jewish Museum,
George Zimmer, A Giant Menorah & Frog!

The 1st Lighting: Wed., Nov. 27th
Lighting Ceremony at 5:00pm
w/ Andy David The Israeli Consul General & Lori Starr, the Executive
Director of The Jewish Contemporary Museum

The 5th Lighting: Bill Graham Menorah Day Sun., Dec. 1st
Lighting Ceremony 4:30pm
Participating in the Lighting:
Long Time Bill Graham Colleagues: Ray Etzler, Danny Scher, David Mayeri,
Bonnie Simmons, Brian Auger & Morty Wiggins
Musical performance by Glenn Hartman Klezmer Trio
Starting at 2:00 PM: Kids Crafts Activities & Special Appearance by Frog

The 7th Lighting: Honoring George Zimmer Tues., Dec. 3rd
Lighting Ceremony 5:30pm
Taking the Eternal Flame into the Future!
The Rabbi and The Robot: A very special Lighting!
w/ Robot Creator David Calkins & Ken Goldberg
Honoring our Dear Friend, a True Shamash (Lamp Lighter): George Zimmer
Music by DJ Izzy*Wise
(Yes, a real robot!)

Lighting Schedule:

Wed., Nov. 27: Opening Night! 1st Candle Lighting Ceremony at 5:00pm

Special Guests: Andy David The Israeli Consul General & Lori Starr The Executive Director of The Contemporary Jewish Museum

Thurs., Nov. 28: 2nd Candle Lighting Ceremony at 5:00pm

Thanksgivingukah!

Fri., Nov 29: 3rd Candle Lighting Ceremony at 3:00pm

Sat., Nov. 30: 4th Candle Lighting Ceremony at 7:00pm

There will be a procession of Vehicles with Menorah's on them that will circle the Square, then, travel around San Francisco Spreading the Light.

The procession will be lead by the Mitzvah Mobike!! Followed by the Jewish Heritage Cable Car, and more!!

Sun., Dec. 1: 5th Candle Lighting Ceremony at 4:30pm

Bill Graham Menorah Day!

Bill Graham Presents Alums to light the Menorah!

Music by The Glenn Hartman Klezmer Trio!

Kids Crafts Activities Start at 2:00pm

Mon., Dec 2: 6th Candle Lighting Ceremony at 5:00pm

Tues., Dec. 3: 7th Candle Lighting Ceremony at 5:30pm

Taking the Eternal Flame into the Future!

The Rabbi and The Robot: A very special Lighting!

Honoring our Dear Friend, a True Shamash(A Lamp Lighter!), George Zimmer!

Wed., Dec. 4: Grand Finale! 8th Candle Lighting Ceremony at 5:00pm

There is More!!!! Westfield San Francisco Centre has partnered with the Bill Graham Menorah Project to host a grand menorah lighting on Wed., Dec. 4 at 6:00pm. The celebration will take place on Level 4 Under the Dome with Rabbi Moshe Langer of Chabad of Pacific Heights presiding. Open to the public and free of charge, the family-friendly gathering will include traditional treats, arts and crafts, dreidel spinning, and live performance by Jewish blues performer Saul Kaye.

This year the official formation of the **Bill Graham Menorah Shamash Society!** Shamash means helper or lamp lighter. For anyone that wants to be involved in helping to keep the Menorah lit, and spreading light in this world is welcome to join.

For details contact, Billy – 415-753-0910; billy@labyrinth.com

Join **Rabbi Yosef Langer and Chabad of SF** in lighting The Bill Graham Menorah and celebrating Chanukah in Union Square. **This year is the 39th lighting of the Bill Graham Menorah.** For many Jews and non-Jews alike, this beautiful tradition is an opportunity to share culture and rejoice in our freedom of religion in America. This year we have an amazing schedule of events for the Festival of Lights!

We are very honored by all the special guests who are coming down to participate in this year's lightings. We are thrilled to have Isaac the Robot helping us to carry the flame into the future. We are excited to have a procession of vehicles with menorahs on them bringing Chanukah light around SF on Sat, Nov. 30. We are proud that Rabbi Moshe is hosting an additional lighting on the 8th night at Westfield Centre. We are most profoundly happy to be able to honor our dear friend **George Zimmer, who's commitment and generosity has helped us to keep the Menorah lit for the past 18 years! George, we couldn't do it without you!!!**

December 3rd is Bill Graham Menorah Day. When Chabad came to Bill and asked him to build a giant Menorah and light it every year in Union Square, Bill said yes. Though he underwrote the entire thing, he never looked for any accolades surrounding the Menorah. After his death, Rabbi Langer and Chabad wanted to honor his memory by dedicating the Menorah to his name. In 1993, Mayor Frank Jordan declared that every year the first Sunday of Chanukah would forever be Bill Graham Menorah Day.

In 1975, when this beautiful Menorah was first lit, it was the first time an outdoor, public Menorah lighting was celebrated outside of Israel. For many Russian Jewish immigrants, the Chanukah Celebration in Union Square was their first experience with being able to participate in their religion and culture. The Bill Graham Menorah has been a true beacon of the light of liberty! Now, there are thousands and thousands of similar celebrations world-wide. Our Menorah, The Mama Menorah, The Bill Graham Menorah, was the first and has inspired the rest.

One of the biggest mitzvahs of Chanukah is to have the light of the Menorah spread light into the streets. When you light the Menorah at home, you place the Menorah in the window, so the light of the Menorah shines in the street. This was the inspiration years ago to build and light a stadium sized Menorah.

Joining us as we light the Menorah is the most important thing, but you can also help us to spread the light by telling people, Jews and Non-Jews, and, if you can, by giving a donation to the **Bill Graham Menorah Fund**. We'd like you to please give from the heart and help keep this marvelous mitzvah alive and keep it burning with the same spirit and inspiration that ignited this tradition 39 years ago when Chabad and Bill Graham built and first lit our Mama Menorah.
