



## Bill Graham Menorah Project

FOR IMMEDIATE RELEASE 12/4/12

Contact: Billy Cohen of Labyrinth  
(415) 753-0910 [billy@labyrinth.com](mailto:billy@labyrinth.com)  
JPEG Photo on Request

**The Bill Graham Menorah: Built in 1975. Restored this year!  
Chanukah In Union Square Dec 8th – 15<sup>th</sup>**

**Matisyahu to light First Candle on Dec 8<sup>th</sup>**

**Bill Graham Menorah Day Dec 9<sup>th</sup>  
A Special Memorial to Bill's Sister, Ester Chichinsky**

**Participating in the Lighting:  
Ester's Husband, Menny Chichinsky  
Ester's Son, Steve Chichinsky  
Bill's Sons, David & Alex Graham**

**Long Time Bill Graham Colleague, Ray Etzler  
CA State Senator Mark Leno & Mayor Ed Lee**

Sat, Dec. 8:	-First candle of Menorah to be lit at 7:00 pm
Sun, Dec 9:	-Second candle of Menorah to be lit at 5:00 pm
Mon., Dec.10:	-Third candle of Menorah to be lit at 5:00p.m
Tues, Dec. 11:	-Fourth candle of Menorah to be lit at 5:00 pm
Wed, Dec. 12:	-Fifth candle of Menorah to be lit at 5:00 pm
Thur, Dec. 13:	-Sixth candle of Menorah to be lit at 5:00 pm
Fri, Dec. 14:	-Seventh candle of Menorah to be lit at 3:00 pm
Sat, Dec. 15:	-Eighth candle of Menorah to be lit at 6:00.pm

**On Saturday Westfield San Francisco Centre &  
the Bill Graham Menorah Project Present a  
Special Chanukah Festival of Lights Celebration  
at the Westfield San Francisco Centre  
Level 2 - 865 Market St. Near Bloomindales**

**All are invited to a special reception and Menorah lighting ceremony  
with traditional Chanukah treats, arts n' crafts and festive music!**

**901 Mission Street, Suite 105, San Francisco, CA 94103  
[www.billgrahammenorah.org](http://www.billgrahammenorah.org)**



## Bill Graham Menorah Project

Join Rabbi Yosef Langer and Chabad of SF in lighting The Bill Graham Menorah and celebrating Chanukah in Union Square. **This year is the 38th 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 are very proud to have the Menorah beautifully restored by Stage II Design & Production. Stage II is owned by Chris McGregor. Years ago, Chris worked for Bill Graham's company FM Productions. FM originally built the Menorah!

**December 8<sup>th</sup> the first night of Channukah**, we will have **Matisyahu** light the candle. It was several years ago an unknown Matisyahu played his first San Francisco show ever in Union Square on Bill Graham Menorah Day!!!

**December 9th 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 one day of Chanukah would forever be Bill Graham Menorah Day.

This year, on **Bill Graham Menorah Day**, we will have a special **Memorial to Bill's Sister, Ester Chichinsky**, who recently passed away. Ester was a Holocaust Survivor. She helped fight for the Independence of Israel. Ester and Bill had a deep bond and Ester even helped with concessions at shows in the early days. Ester also happily cooked for Bill late at night after Bill came back from concerts. On many nights, on his way home, Bill would stop first at Ester's house. No matter what the hour, Ester was always delighted to see her baby brother and give him a late night meal. Joining us for the lighting ceremony will be Ester's husband Menny and Son Steve, also, her nephews, Bill's sons, David and Alex Graham. We are honored this year, to be joined by longtime Bill Graham Colleague Ray Etzler, who first began working for Bill at the Fillmore, and we are also honored to be joined by Mark Leno and Mayor, Ed Lee.

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 Channukah 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 37 years ago when Chabad and Bill Graham built and first lit our Mama Menorah.

For more information visit the website at: [www.billgrahammenorah.org](http://www.billgrahammenorah.org)

**901 Mission Street, Suite 105, San Francisco, CA 94103**  
**[www.billgrahammenorah.org](http://www.billgrahammenorah.org)**