On **Thursday, September 29, 2016**, Jewish communities around the world will have the opportunity to unite around a #NewYearPrayer sent around the world in anticipation of the Jewish New Year, which begins the evening of October 2.

Through #NewYearPrayer, communities can share their messages of reflection, hope and inspiration for Rosh Hashanah.

Anyone anywhere can get involved in #NewYearPrayer – it’s a great way to engage your community and become part of a larger, worldwide movement.
Ideas to get involved

• Plan an activity in your community and share videos and photos on social media, for example:
  • Recording the #Newyearprayer with friends or community members
  • Sharing your reflections on the past year and your hopes for the coming year
  • Sounding a shofar in a meaningful spot
  • Showing how a local, traditional holiday delicacy is made
  • Taking us on a virtual tour of your local spot for tashlich (symbolically casting off the sins of the previous year by tossing pieces of bread into a body of flowing water)

• Post a meaningful question, and start a conversation with the global community

• Host an in-person or online event – like a text study, meditation or learning moment
#NewYearPrayer case studies

The **JCC Krakow** in Poland handed out apples and honey to passersby on the streets of Krakow to celebrate their #NewYearPrayer.

The **North Shore Temple Emanuel** synagogue in Sydney Australia got musical, with their choir sharing a song over Facebook.

The **United Jewish Congregation of Hong Kong** took to Twitter with their wishes for the New Year.

The **Daniel Centers for Progressive Judaism** in Tel Aviv treated us all to the sounding of a shofar during a local school’s visit to Beit Daniel.

**Families from Finchley Reform Synagogue** of London sang *The Shofar Blast* during Tot Shabbat and shared it with the world via YouTube.
#NewYearPrayer

May hope dispel the darkness. May our vision keep us strong. May loving kindness bring us peace. #NewYearPrayer
Пусть надежда рассеет тьму.
Пусть наш взгляд в будущие усилит нас.
Пусть любовь и доброта принесут нам мир.

Que la esperanza disipe la oscuridad.
Que nuestra visión nos mantenga fuertes.
Que la amabilidad y el amor nos traigan paz.

Que l'espérance disipe les forces du mal.
Que notre vision nous maintienne forts.
Que la bonté et la gentillesse nous apportent la paix.

Thank you to JCC Global for the translations
Social media tips

Social media is key to making sure the #NewYearPrayer message grows and reaches communities far and wide.

Make sure to use the hashtag #NewYearPrayer – that’s how we will be able to share your story and you will be able to encourage your followers and networks to join the conversation.
Sample messages

Twitter: “As the world comes together for #NewYearPrayer, how will you share your blessings this coming year?”

Facebook: “Today, a #NewYearPrayer is being shared around the world. How will you spread more joy and blessings in the new year? #NewYearPrayer”

Instagram and YouTube: Take a photo or video of you or your community reciting the #NewYearPrayer or doing a New Year activity and upload it to your Instagram as a Vine video or your YouTube page with hashtag #NewYearPrayer.

LinkedIn: Write and share a blog post with your message of reflection, hope and inspiration for the New Year.
Questions or ideas?

Reach out to newyearprayer@92Y.org

Check out our Storify from #NewYearPrayer 5776 / 2015:
http://www.92Y.org/NewYearPrayer/5776