**FOR IMMEDIATE RELEASE:**

**December 15, 2021**

**The Blue Light Project sponsored by the Jewish Federation of Greater Rochester and Brighton Stands Against Antisemitism**

**Rochester, New York** - **The Jewish Federation of Greater Rochester** and **Brighton Stands Against Antisemitism** (**BSAA**) today announced that over 613 light bulbs have been distributed to Rochester-area community members for **“The Blue Light Project”** a Jewish Federation and BSAA collaboration, that calls on people living in the Rochester area to proudly stand together in solidarity in the fight against increasing antisemitism , both around the world and here in Rochester. The Blue Light Project began at the end of Hanukkah and continues through International Holocaust Remembrance Day on January 27, 2022 (designated by the United Nations to remember the six million Jews murdered in the Holocaust).

Participants in The Blue Light Project receive a complimentary blue lightbulb to replace their outdoor lighting (or indoor lighting that can be seen from outside), to raise awareness of antisemitism by sparking conversations among friends and neighbors, fostering understanding and compassion for Jewish community members and promoting education and awareness of anti-Jewish hate.

Anyone may participate in The Blue Light Project and can request a free blue lightbulb by completing the participation form at: <https://www.brightonstands.com/general-8>. Lightbulbs can be picked up at the front desk of the Louis S. Wolk Jewish Community Center, 1200 Edgewood Avenue, in Brighton or can be delivered (locally) upon request.

1,000 Blue lightbulbs have been generously donated to The Blue Light Project by Kovalsky-Carr Electric Supply Co., Inc., sourced from an electrical supply distributor founded by Holocaust survivor, Herb Gilden, who is the subject of the film, “The Starfish” (https://gildinmedia.com/thestarfish/).

“We are delighted and encouraged by the tremendous outpouring of support we have seen to date in response to The Blue Light Project by our neighbors in Brighton and throughout the Rochester area” stated Sharon Gray, a co-founder of BSAA. “The heartfelt enthusiasm of our

community and number of lightbulbs we have distributed to date has far exceeded our expectations. We look forward to all of the generously-donated blue colored lightbulbs shining brightly against antisemitism and hope that this will be annual event with more blue lights shining against antisemitism every year.”

BSAA co-founder Tiffany Rothenberg stated that “several people have asked why we picked the color blue. Blue was the obvious choice because of its importance to and historical association with Jews. In the *Torah*, God instructed Jews to include a blue cord in the *tzizit*, or tassels, of their clothing. Moreover, *Tallit*, or Jewish prayer shawls, often have blue stripes after which the modern blue and white flag of the State of Israel was modeled.” According to Meredith Dragon, the CEO of the Jewish Federation, “when I drive around, I find it to be truly heartwarming that so many partners, friends and neighbors participate in The Blue Light Project and stand together as a community to literally shine their light against the world’s oldest hate.”

The Blue Light Project is nonpartisan and is not affiliated with any other organization, political cause or social movement or effort.

Learn more about antisemitism, its history and how it affects our community by visiting [www.jewishrochester.org/shine-a-light](http://www.jewishrochester.org/shine-a-light).

*The Jewish Federation of Greater Rochester works to build a strong Jewish future in Rochester, Israel and worldwide through philanthropy, engagement, education and advocacy. Learn more by visiting the Jewish Federation’s website at* [*www.jewishrochester.com*](http://www.jewishrochester.com) *.*

*BSAA is a Jewish pluralistic, bipartisan grassroots group of concerned residents who live in the Town of Brighton, New York, and who proudly stand against antisemitism in all of its forms. Learn more, including how to get involved in our grassroots efforts by visiting BSAA’s website at* [*www.brightonstands.com*](http://www.brightonstands.com) *or our BSAA Facebook page at* [*https://www.facebook.com/BrightonAgainstAntisemitism*](https://www.facebook.com/BrightonAgainstAntisemitism)*.*

For more information, contact:

**Brighton Stands Against Antisemitism Jewish Federation of Greater Rochester**

Ben Rozin Karen Bresson

[Brightonstands@gmail.com](mailto:Brightonstands@gmail.com) Director, Marketing & Communications

[kbresson@jewishrochester.org](mailto:kbresson@jewishrochester.org)

(O) 585.241.8521 (C) 630.247.769S