



FOR IMMEDIATE RELEASE:

April 25, 2022

Brighton Stands Against Antisemitism and the Jewish Federation of Greater Rochester Proudly Announce Completion and Success of The Blue Light Project for 2022.

Rochester, New York - The Jewish Federation of Greater Rochester and Brighton Stands Against Antisemitism (BSAA) today announced that approximately 1,000 light bulbs have been distributed to Rochester-area community members in connection with the **“The Blue Light Project”**, a collaboration of the Jewish Federation and BSAA that calls on Rochester area residents of all faiths to proudly stand together in the fight against increasing antisemitism. If you have a blue light shining in your window, please keep it turned on through the conclusion of the 7:00pm candle lighting ceremony at the 2022 Yom HaShoah Ceremony and Keynote Address to be held in person at Monroe Community College, building 4, 1000 E. Henrietta Road, Rochester, NY 14623 and via Zoom (advance registration is required at jewishrochester.org/events). At sunset on Yom HaShoah, or Holocaust Remembrance Day, The Blue Light Project will conclude for 2022.

Participants in The Blue Light Project received a complimentary blue lightbulb for placement where it could be seen by those outside their home in order 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.

“We were frankly overwhelmed by the positive response to The Blue Light Project. We actually had a waiting list for light bulbs and hope that The Blue Light Project becomes an annual tradition in Rochester, as ever-increasing numbers of our friends and neighbors shine a light on Jew hatred” said Leah Goldman, a co-founder of BSAA. “Please keep your blue light in storage for next year,” continued Ms. Goldman.

BSAA co-founder Ahavya Deutsch stated “Antisemitic incidents have increased at an alarming rate and we must be vigilant in our fight against the world’s oldest hate. A statement or phrase that might appear to a casual observer to be innocuous can inspire and incite violence against Jews. We need to make sure our leaders understand the ever-morphing nature of antisemitism and speak up for their communities. Silence is simply not an option.”



Jewish Federation Community Relations Director Monica Gebell added, “We hope that many of the conversations that were inspired by The Blue Light Project continue, and that this project helps neighbors to build bridges which result in genuine interaction with and understanding between one another.”

All of the 1,000 blue lightbulbs that you have seen shining a light through the night skies around Rochester were 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/>).

Learn more about antisemitism, its history and how it affects our community by visiting 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.

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 or our BSAA Facebook page at <https://www.facebook.com/BrightonAgainstAntisemitism>.

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