

Title of Event: CBS Men's Club Holocaust Memorial Dedication Event

Date of Event: Sunday, January 20, 2019

Time of Event: 2:00 p.m.

Location of Event: Congregation Beth Shalom

Event Contact: David Simon david.simon@cbs-scv.org

Description of Event:

✧ *This is the area where you will sell your event.*

Please join CBS Men's Club as we and the congregation dedicate our Holocaust Memorial for Congregation Beth Shalom and the entire Santa Clarita Jewish Community on Sunday, January 20, 2019 at 2:00 p.m.

✧ *Use exciting terminology when describing your event; make someone want to come.*

Thanks to donations from many CBS congregants, as well as many others outside the shul, CBS Men's Club was able to fund, design, build, and install a permanent memorial to all those who lost their lives in the Holocaust. There is no other display of this nature in the Santa Clarita Valley or the North San Fernando Valley.

The memorial statue itself is a thought-provoking piece researched and built by a prominent LA area metal artist. It is overflowing with numerological references that pay tribute to the memory of all who those who perished. Come hear some exciting speakers including Dr./Rabbi Michael Berenbaum who is one of the world's foremost scholars on the Holocaust and a consultant to movies and TV shows on the Holocaust.

✧ *Include the price of the event if there is one. If not, emphasize that the event is free.*

There is no charge for this event. We hope you can spare some time to support this very worthwhile endeavor. Donations can still be made to the CBS Men's Club to support the Holocaust Memorial as well as on-going Holocaust remembrance activities and events. Contact Dave Simon at [david.simon@cbs-scv.org](mailto:david.simon@cbs-scv.org) for additional details.

✧ *Always include a Call-To-Action, i.e. call for tickets, e-mail for additional information; tell the reader/prospect to do something.*

Mark your calendars now! See you on January 20<sup>th</sup>!

Also to be added to: **Please add to the weekly and monthly CBS Blasts for the time being. We'll ask for dedicated single-subject blasts closer to the event.**

<input checked="" type="checkbox"/> Engage Page on Website	<input type="checkbox"/> Single Dedicated E-blast	<input checked="" type="checkbox"/> FaceBook Post
<input checked="" type="checkbox"/> MeetUp.Com	<input type="checkbox"/> Robo-Calling	<input type="checkbox"/> Postcard (www.vistaprint.com – average cost \$110-135, committee to create, order and purchase)