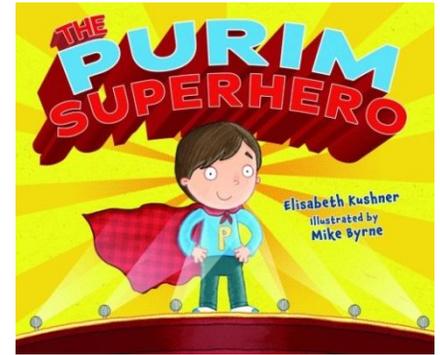


Be a Purim Superhero!

Throw a Launch Party to Celebrate the Release of the First LGBT-inclusive Jewish Children's Book in English



- **Get ready!** Pick a time and date for your party, ideally sometime in February. Purim is February 24th, so something near that time will give your party some great holiday energy.
- **Get a venue!** Where do you want to host this party? You could welcome people into your home, or partner with a local synagogue, JCC, or bookstore to host a party there. Discuss with the host how they can help with outreach for the party—the more the merrier!
- **Get people there!** Think about the people you know who would be drawn to this celebration: people with young kids and grandkids, LGBT people and allies excited about this historic publication, educators, Jewish professionals. Create a simple email or evite, and reach out to your friends and colleagues at least 2 weeks in advance to get it on their calendar.
- **Get ready to sell books!** Make sure you have at least one copy of the book on hand for guests to look over. Download a book order form for your party guests to fill out, or purchase a number of copies from Keshet in advance that you can sell directly at the party—Keshet is offering a 20% discount for party hosts. Order at: <http://www.keshetonline.org/product/the-purim-superhero/>.
- **Get inspired!** Let the book inspire you as you plan the program for the party. Do you want to serve hamentaschen? Have a costume contest for kids? A parents' night out to celebrate how far we've come? It's a good idea to include a reading of the book and a friendly pitch to purchase it. Why not add a Jewish blessing for the occasion, the *shehecheyanu* (see below)? Beyond that, the only guidelines are to serve some snacks and have fun!
- **Get registered!** Let Keshet know that you are throwing one of many launch parties across the country by filling out this quick online form. Keshet will also follow up after your party with a short survey to hear how everything went. <http://www.keshetonline.org/resources/thepurimsuperhero/register/>

Thank you for making Purim special this year!

בְּרוּךְ אַתָּה יְיָ אֱלֹהֵינוּ מֶלֶךְ הָעוֹלָם

שְׁהַחַיְנוּ וְקִיַּמְנוּ וְהַגִּיעַנוּ לְזִמְנֵי הַזֶּה: (אָמֵן)

Barukh atah Adonai, Eloheinu, melek ha-olam, shehecheyanu v'kiymanu v'higi'anu laz'man hazeh. (Amen)

Blessed are you, Lord, our God, sovereign of the universe
who has kept us alive, sustained us, and enabled us to reach this season (Amen)

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Thank you to our national co-sponsors:



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Working for the full inclusion of lesbian, gay, bisexual, and transgender Jews in Jewish life

www.keshetonline.org