

# CHABAD of Oxnard

EXPERIENCE THE  
JOYS OF JUDAISM!

# Chabad of Oxnard Jewish Art CALENDAR

Jewish Year 5781 | September 2020/21

A gift from  
Chabad of Oxnard

Commemorating  
our 18<sup>th</sup> Year!

JEWISH  
CALENDAR  
2020-2021

5781



The Chabad of Oxnard Jewish Art Calendar is distributed to thousands of homes and businesses in the community before Rosh Hashanah without charge.

As a non-profit organization, we depend entirely on the voluntary contributions of generous donors like you. By policy, every Chabad is self-sustaining and every dollar raised stays in our community!

**Please support us by participating in this calendar fundraising campaign.**



## Elul-Tishrei

**MONTH OF ELUL: Divine Grace**  
When a king returns to his palace, he passes through rolling fields. Anyone may approach him, and he greets all with a smiling countenance.  
Chasidic masters compare the month of Elul to when the "King is in the field." G-d is available to all who turn to Him. He graciously accepts all requests.  
Elul is an appropriate time to reflect on the past year and resolve to correct any shortcomings. It is a time to turn the page and come into the new year with a reborn perspective and renewed heart.  
Some of the observances during Elul:  
• From now and throughout the High Holiday season, we include the blessing "May you be blessed and called for a good year" (LeShanah tovah Shatan vetchalaim) in letters and greetings to one another.  
• We give extra charity and devote more time to studying our tradition and Torah.  
• In preparation for Rosh Hashanah, we hear the sounding of the shofar from Shofar each week.  
• We recite Psalms 27 at the end of the morning and afternoon prayers from the first day of Elul through Hoshana Rabba (Challah 21) - a total of 55 days.  
• The Baal Shem Tov instituted the custom of reciting three additional chapters of Psalms each day from Rosh Chodesh Elul until Yom Kippur. On Yom Kippur the remaining 30 chapters are recited, completing the entire book of Psalms.  
• Elul is the time to have one's tefillin and mezuzot checked by an accredited scribe to ensure that they are in good condition and fit for use.  
**ROSH HASHANAH: Sep. 30-Oct. 1**  
Rosh Hashanah celebrates the beginning of creation. On this day, G-d charged Adam with the responsibility of helping the world reach perfection. Rosh Hashanah, therefore, is a time for us to reflect on the purpose of creation and resolve to make our lives more meaningful by contributing to all of creation.  
**The Shofar:** On Rosh Hashanah we hear the sounding of the shofar, the ram's horn. It is the oldest and most sacred of wind instruments, sounding like a primal outcry from the depths of the soul. Its blasts signify our proclamation of G-d as King of the universe and awaken us to repent and return to Him.  
**Tashlich:** On the first afternoon of Rosh Hashanah it is customary to visit a natural body of water that contains fish. There we recite a short prayer and "cast" our past sins down the flow of time.  
**Apple & Honey:** Chipping a piece of apple into honey at the first meal of Rosh Hashanah symbolizes the hope that our new year be blessed with sweetness and goodness. For the same reason, it is customary to eat other sweet foods, such as latkes.

LEFT: COURTESY BY MICHAEL MUCHNIK RIGHT: CHABAD OF OXNARD

YOUR  
BUSINESS AD  
OR MONTH  
DEDICATION HERE  
➔

לשנה טובה ומתוקה  
Best Wishes for the New Year  
to our Chabad of Oxnard Family  
The Strum Family



:: Dates of all Jewish holidays & Shabbat times

:: Commemorate birthdays and anniversaries

:: Honor the yahrtzeits of your loved ones

:: Advertise your business to thousands

:: Stunning new Michael Muchnik artwork

:: 100% of your donation supports our community

SEPTEMBER 2020 Elul 5780/Tishrei 5781

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1 13 Elul	2 14 Elul	3 15 Elul In loving memory of Esther Rosenberg	4 16 Elul	5 17 Elul
6 18 Elul	Chai Elul Labor Day	7 19 Elul Happy Anniversary David & Ruth Goldstein	8 20 Elul	9 21 Elul	10 22 Elul	11 23 Elul Mikshafim Yom Kippur
12 24 Elul	13 25 Elul	14 26 Elul	15 27 Elul SAMPLE	16 28 Elul	17 29 Elul Rosh Hashanah 1 <sup>st</sup> Day	18 30 Elul Rosh Hashanah 2 <sup>nd</sup> Day
19 31 Elul Rosh Hashanah 3 <sup>rd</sup> Day	20 1 Tishrei Erev of Gedaliah	21 2 Tishrei	22 3 Tishrei	23 4 Tishrei Yom Tishrei	24 5 Tishrei	25 6 Tishrei Mikshafim 2 <sup>nd</sup> Day
26 7 Tishrei Erev Yom Kippur	27 8 Tishrei Yom Kippur	28 9 Tishrei	29 10 Tishrei	30 11 Tishrei Happy Birthday Joe Schwartz		



# CHABAD OF OXNARD JEWISH ART CALENDAR FORM

Jewish Year 5781 | September 2020/21

## OCCASION ANNOUNCEMENTS

Birthday, Anniversary, Yahrtzeit or other Special Dates

Please complete the name, occasion & date to be printed in the calendar at the cost of \$36 per entry. Date sponsorships are Tax Deductable.

Please reprint my family occasions from last year  
(please note: you will be billed at \$36 per name)

NAME \_\_\_\_\_ OCCASION \_\_\_\_\_

DATE (M/D/Y) \_\_\_\_\_  BEFORE SUNSET\*  AFTER SUNSET\* APPEAR IN CALENDAR ON:  
 HEBREW DATE  SECULAR DATE

NAME \_\_\_\_\_ OCCASION \_\_\_\_\_

DATE (M/D/Y) \_\_\_\_\_  BEFORE SUNSET\*  AFTER SUNSET\* APPEAR IN CALENDAR ON:  
 HEBREW DATE  SECULAR DATE

NAME \_\_\_\_\_ OCCASION \_\_\_\_\_

DATE (M/D/Y) \_\_\_\_\_  BEFORE SUNSET\*  AFTER SUNSET\* APPEAR IN CALENDAR ON:  
 HEBREW DATE  SECULAR DATE

NAME \_\_\_\_\_ OCCASION \_\_\_\_\_

DATE (M/D/Y) \_\_\_\_\_  BEFORE SUNSET\*  AFTER SUNSET\* APPEAR IN CALENDAR ON:  
 HEBREW DATE  SECULAR DATE

\*In order for the correct Hebrew date to be calculated, please indicate if Death or Birth took place before or after sunset.

### NEW THIS YEAR!

## SPECIAL 18<sup>th</sup> YEAR COMMEMORATIVE GREETING

Please include our name(s) in the general 18<sup>th</sup> year community greeting only \$18 per family name!

FAMILY NAME(S): \_\_\_\_\_

Please copy this personal greeting on the 18<sup>th</sup> year dedication page - \$180  
(up to 3 lines plus family name)

FAMILY NAME(S): \_\_\_\_\_

DEDICATION \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## SPONSORSHIP OPPORTUNITIES

- Month Dedication ..... \$180
- Birthday/Anniversary/Yahrtzeit ..... \$36

## ADVERTISING

**NEW!**  
All ads to be printed in full color!

### Business Ads

- Back Cover Page ..... \$1800
- Full Page 8" X 10" ..... \$1000
- Banner 2" X 10" (per month) ..... \$520
- 2/3 Banner 2" X 7" (per month) ..... \$360
- Business Card (per month) ..... \$180

### Special

- Business Card All 13 Months ..... \$1800

**TOTAL** \$ \_\_\_\_\_

## PAYMENT INFORMATION

- CHECK ENCLOSED  BILL ME
- VISA  MC  AMEX  DISCOVER

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY, STATE, ZIP \_\_\_\_\_

CC NUMBER \_\_\_\_\_

EXP \_\_\_\_\_ SECURITY CODE \_\_\_\_\_

SIGNATURE \_\_\_\_\_

EMAIL \_\_\_\_\_

PHONE \_\_\_\_\_

Please return completed form by July 17 and mail to:  
Chabad of Oxnard, 112 Los Altos Street, Oxnard, CA 93035

You may also fill out this form online at  
[www.ChabadofOxnard.com](http://www.ChabadofOxnard.com)

Questions? Contact us at  
(805) 382-4770 or [Info@ChabadofOxnard.com](mailto:Info@ChabadofOxnard.com)