



Jews for Judaism
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COMMUNITY ALERT

Jew for Jesus' Operation Behold Your God [BYG], an aggressive and deceptive proselytizing campaign, is targeting the greater New York area in less than one month. The official start date is July 1st, but they have already begun targeting the Jewish community through strategic mailings and the presence of trained missionaries at the Salute to Israel Parade Sunday, June 4th.

This summer they are not just targeting Manhattan, but have expanded their reach into all the boroughs as well as Westchester, Rockland Counties, Northern New Jersey and will attempt to reach the Israeli, Russian and Chassidic communities. They have reproduced their materials in Russian, Hebrew and Yiddish. This is the culmination of a \$22 million, 5-year, 66-city initiative to convert Jews.

Jews for Jesus has named this their "grand finale" and as such they are changing their theme exclusively for this area. In July the media campaign will be titled "*Jesus for Jews*", a marketing ploy to get people talking. *Jews for Jesus* has developed a \$3 million marketing plan exclusive to the greater New York area that includes DVD distribution, an aggressive print, radio and TV advertising campaign, billboard purchases, street and subway pamphleting, door-to-door visits, phone outreach and extensive volunteer recruitment with partnering Evangelical Churches.

For more details about BYG, please refer to the attached information sheet. It is yours to reproduce and pass along.

We at **JEWS FOR JUDAISM** are partnering with the JCRC [Jewish Community Relations Council] of New York to help raise awareness within the public sphere.

You are the eyes and ears of the Jewish community. As our partner, please call and let us know what is taking place in your neighborhood, what materials are being distributed and the methods being used for advertising. Our phone number is 410-602-0276 or e-mail to nybyg@jewsforjudaism.org.

If you would like to receive information and response materials or arrange a speaker, program or seminar for your community or institution, please call us or e-mail Judy at judy@jewsforjudaism.org. For additional information about the threat to our community and responses to it, as well as downloadable brochures, books and flyers, please go to our website- www.jewsforjudaism.org.