

**[Institution Name] Launches**  
***Rosh Hodesh: It's a Girl Thing!***, a program of Moving Traditions  
Innovative Program for Adolescent Jewish Girls

[Institution] joins hundreds of Jewish organizations across the country in offering [\_\_\_\_\_-area] girls one of the most innovative and effective projects in the Jewish community. A program of Moving Traditions, ***Rosh Hodesh: It's a Girl Thing!*** ([www.movingtraditions.org](http://www.movingtraditions.org) and [www.roshhodesh.org](http://www.roshhodesh.org)) draws on Jewish teachings to help girls in grades 6-12 of all affiliations navigate the complexities of adolescent life. A contemporary celebration of the ancient New Moon holiday, *Rosh Hodesh* builds girls' self-esteem, leadership skills, and Jewish identity. The program works on an intimate model, bringing together small groups of girls for monthly Rosh Hodesh (new moon) celebrations. The program meets girls where they are, with engaging discussion, crafts, and drama that integrate Jewish teachings to help girls grapple with the issues they care about most — such as body image, friendship, relationships, competition, stress and family.

[Institution] is pleased to announce that [Group Leader name, brief, relevant biographical information,] will lead a group, for girls who are entering [Xth] grade this fall. [Name] attended the intensive two-day Moving Traditions Training Institute this summer, and will use the nationally-tested materials provided by Moving Traditions to lead the group. [Quote here from Group Leader about how excited she is to be embarking on the program for area girls.]

*Rosh Hodesh* is the first Jewish communal program to proactively address two well-documented trends: many **girls drop out** of organized Jewish experiences after bat-mitzvah and girls' **self-esteem plummets** during adolescence. *Rosh Hodesh* works on an intimate model. Girls meet monthly in small groups of 7-15 participants for Rosh Hodesh (new moon celebrations) The informal setting, small group size, and carefully designed activities together create an enjoyable and meaningful experience, which, when repeated monthly throughout girls' teen years, strengthen their Jewish identity and sense of self.

Each *Rosh Hodesh* gathering will focus on specific “life lessons” that draw on core Jewish values and practices to explore such issues as body image, friendship, family, assertiveness, and social action. The girls love each month's activities, including arts and crafts, creative writing, role-playing and small group discussion.

The program fits in well with [Institution's] efforts to reach out to our teenagers. Moving Traditions, the parent organization of *Rosh Hodesh*, is currently conducting research on how to best meet the needs of Jewish adolescent males.

Since *Rosh Hodesh: It's a Girl Thing!* was launched nationally in 2002 with 40 groups, it has inspired 6,000 Jewish pre-teen and teen age girls. In 2008-2009, some 2,800 girls participate in 285 groups meeting in 26 states and four Canadian provinces, including

groups returning for their second through fifth years.

Moving Traditions helps women and men, boys and girls engage more deeply with Judaism. Gender serves as the framework for their activities because it shapes the way our culture defines who we are and can become. Gender has been — and continues to be — critical to Jewish text, spiritual practice, education, and participation. For Moving Traditions, gender provides a vehicle for expanding Judaism's ability to help each individual experience his or her full humanity.

For more information about *Rosh Hodesh* at [institution] contact [contact person] at [contact info] or visit the *Rosh Hodesh: It's a Girl Thing!* website, [www.roshodesh.org](http://www.roshodesh.org).

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