



March 11-12, 2011  
Sinai Temple

FOR IMMEDIATE RELEASE:

'Let My People Sing Brings Ashkenafard to Los Angeles'

Los Angeles, February 17, 2010 – Renowned Jewish entertainer, Craig Taubman, and Craig N' Co. will once again produce the 6th annual Let My People Sing. This year, the festival will introduce **Ashkenafard**, a 24-hour celebration of **Who We Are and Where We Come From**, featuring the best Israeli, Sefardi, Persian, and Ashkenazi dance, music, and cuisine.

"I am so excited to be able to host this ground breaking event at Sinai," said Rabbi David Wolpe of Sinai Temple. "Ashkenafard proves that we do not need an excuse to celebrate who we are and the beautiful cultures from which we come. Now, more than ever, we must see our community, not as divided cultures, but as a united people of beautiful dance, art, cuisine, and music."

**Ashkenafard** will kick off at 7:30pm on March 11<sup>th</sup> at Sinai Temple with **Friday Night Live** Shabbat services. Join Rabbi David Wolpe, Craig Taubman, and special guest Aviva Chernick for an inspiring and musical Friday night service, immediately followed by our relaxing ATID Lounge. But if that doesn't refresh your spirit, come back the following morning for **Shabbat Live** with Sinai Temple Rabbis, Cantors, and acclaimed musical guests, Yale Strom and Hot Pastrami and Persian Band DJ David.

The following afternoon, take time to explore **Oneg Ashkenafard**, an afternoon of activities including: **Shabbat Yoga**, 90 minutes of soul-flexing and limb-limbering with Yoga Shelter's Eric Paskel, accompanied by the live music of world renowned vocalist, Todd Herzog. Or put your mouth-watering family recipe to the test in our **Charoset Cookoff**. And don't forget to bring your family heirlooms to our **Jewish Artifacts Roadshow** with David Streets.

We will celebrate the last hour of Shabbat with our **Kugel, Kebob, and Kibbe Sponsor Dinner**, featuring festival artists, delectable cuisine, and the always hilarious comedian, Yisrael Campbell. And for the grand finale, our **Concert Ashkenafard**, featuring over twenty artists from around the world including Galeet Dardashti, Kinetic Theory Theatre, Yuval Ron, Stefani Valadez, and so many more!

Following the concert, we will host the first ever **Ashkenafard Lounge**, our upbeat live music lounge featuring Moshav and Soul Farm.

All events will take place at Sinai Temple, the oldest and largest conservative congregation in Southern California. Sinai is the original birthplace of Friday Night Live Shabbat Services, a monthly event attracting over 1,000 people of all ages, that blends traditional prayers with inspiring speakers and joyful music.

Craig 'N Co. is an independent record label and production company, headed by top-selling Jewish musician Craig Taubman, that creates and distributes some of the best Jewish music in the world.

For more information about **Ashkenafard**, visit [www.letmypeoplesing.com](http://www.letmypeoplesing.com) or call 818-760-1077.