

**NEW POSTAGE STAMP HONORS RELIGIOUS MOVEMENT**  
**Israeli Government Pays Tribute to Worldwide**  
**Chabad-Lubavitch Organization**

*Expert: This may turn out to be the fastest-selling Israeli stamp ever!*

NEW YORK (February 8, 2006) -- In a series of historic firsts, the Israeli Postal Authority announced the issuance of a unique postage stamp honoring the worldwide Chabad-Lubavitch movement.

Slated to go on sale February 28, the Chabad-Lubavitch postage stamp marks the first time in history that the Israeli government accords an honor of this type to a religious movement on official legal tender.

The stamp depicts artist Dana Zada's rendering of concentric waves of light emanating from the movement's Brooklyn headquarters to the entire globe, paying tribute to the Chabad-Lubavitch emphasis on spreading light and good deeds to the furthest corners of planet earth.

The three Hebrew words, *Chachmah, Binah and Da'at* - meaning, respectively, Wisdom, Understanding and Knowledge - that comprise the acronym of ChaBaD, are painted on the stamp, highlighting the deep philosophical teachings that make the movement's approach so attractive to so many and animate its activism.

The accompanying stamp sheetlet depicts two Jewish *mitzvot* - commandments (or good deeds) - which the movement has caused, through its educational campaigns, to become staples of Jewish life in the homes of millions worldwide: Shabbat candle lighting for women and girls, and Tefillin (phylacteries) for men.

The stamp sheetlet further depicts a Hebrew word - *Ufaratzta* - taken from Genesis 28:14 ("And you shall spread forth to the West and to the East and to the North and to the South"), that became the movement's call to action - to spread the observance of G-d's commandments to the furthest reaches of the globe.

The largest image on the stamp is the movement's Brooklyn headquarters building whose address at 770 Eastern Parkway is as well known to many Jews today as 1600 Pennsylvania Avenue and 10 Downing Street. Replicas of the Tudor-style building can be found in Jerusalem, the Israeli village of Kfar Chabad, and in countries like Argentina, Australia, Brazil and Italy.

Officials in Israel's Postal Authority explained today that the government wanted to honor the life and legacy of the Lubavitcher Rebbe, Rabbi Menachem M. Schneerson, who was hailed by many as the greatest Jewish leader of the century.

Rabbi Schneerson, or "The Rebbe" as he is affectionately known throughout Israel and beyond, was intimately involved in practically every facet of Israeli life and devoted himself selflessly to the cause of protecting the physical and spiritual wellbeing of each of its citizens.

For 40 years Israeli presidents, prime ministers, generals, and people of all walks of life streamed to the Rebbe's Brooklyn headquarters to seek his counsel on important matters of state as well as personal. Ariel Sharon, Yitzchak Rabin, Menachem Begin, Shimon Peres, and Yitzchak Shamir were but a few of those who came to receive the Rebbe's guidance.

Mr. Sam Malamud, president of the Inter-Governmental Postal Corporation (IGPC), the official postal agency for the Israeli Postal Authority, announced, "This stamp celebrates the major impact the Rebbe and Chabad have had in Israel and their social and religious contributions to Judaism -- and the moral fiber of all humankind -- globally. Considering the fact that the Rebbe's teachings touch the hearts and minds of more people than any other Jewish figure in modern history," Malamud asserted, "everyone whose life has been affected by the Rebbe will want to collect this historic postage stamp. The global admiration and respect associated with the Rebbe and Chabad-Lubavitch may possibly turn this stamp to become the most sought after Israeli stamp ever issued."

The stamp carries a denomination of 2.50 NIS and is valid for postage within Israel and worldwide.

In yet another historic first, in addition to being made available at government run post offices throughout Israel and local stamp dealerships, the stamp will also be made available to each of the more than 3,000 Chabad-Lubavitch institutions in 70 countries worldwide. This will mark the first time in history that a government issued postage stamp has been so widely available upon release.

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Chabad-Lubavitch will be producing a special souvenir gift collection. It will include a commemorative first day of issue stamp cover along with a certificate of authenticity. It will be available exclusively by calling 718-221-0500.

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**ABOUT IGPC:** The Inter-Governmental Philatelic Corporation is headquartered in New York City. IGPC is the world's largest postal agency representing client nations in every continent and responsible for producing more than 60% of all postal releases. The company is responsible for post office administration as well as the planning, design, production and promotion of postal programs for over 75 countries.

**ABOUT CHABAD:** The Lubavitcher Rebbe, Rabbi Menachem M. Schneerson, was the seventh leader in the Chabad-Lubavitch dynasty. Considered the most dominant figure in Judaism in the 20<sup>th</sup> century, the Rebbe was responsible for stirring the conscience and setting the tone of world Jewry after the devastations of the holocaust. The Rebbe labored tirelessly to inspire and empower Jews of every possible sociological, intellectual, religious, economic, nationality, and other caste, to help them realize both their own potential as well as their responsibility to Judaism and society as a whole. Today the Rebbe's Torah approach to the world and his programming ideas and techniques are the hallmark of every successful Jewish group and organization, typified perhaps most by the more than 4,000 Chabad Lubavitch emissaries worldwide who try to implement his approach in their 3,000-plus institutions worldwide. (It is estimated that the movement's programs reach more than 6 million Jews annually.)

For more information about the 'Rebbe', the Chabad Lubavitch movement, Shabbat candle-lighting, Tefillin (phylacteries) and more, please visit [www.chabad.org](http://www.chabad.org)