

Around the LOCAL NEWS Community

JCCRP Client Choice Pantry Ribbon Cutting Ceremony

Senator Joseph Addabbo (D-Rockaway), Assemblyman Phillip Goldfeder (D-Rockaway), Councilman Donovan Richards (D-Far Rockaway), and the Jewish Community Council of the Rockaway Peninsula (JCCRP) held a ribbon cutting ceremony on Monday, July 22nd for the unveiling of the JCCRP's newly retrofitted "Client Choice Pantry." The new facility is located at 1525 Central Avenue in Far Rockaway.

"It comes as no surprise that particularly after the devastating effects of Hurricane Sandy, the food pantry at the JCCRP is seeing more clients than ever before," said Nathan Krasnovsky, Executive Director of JCCRP. "The JCCRP food pantry had severe damage from the storm and we are now set to re-open, thanks to a grant from Food Bank."

"The ribbon cutting ceremony is a great sign of our recovery after Superstorm Sandy," said Assemblyman Phillip Goldfeder. "This food pantry is a gem to those trying to make ends meet and lowers the expense of day-to-day living in the city."

"By creating a Client Choice Pantry, where people replicate the grocery store experience by going through aisles



Pictured L-R: Dominique R. Jones, Chief Programs Officer, Food Bank for New York City; Camesha Grant, Sr. Director of Member Services Food Bank for New York City; Councilman Donovan Richards Jr.; Nathan Krasnovsky, Executive Director JCCRP; Assemblyman Phil Goldfeder; State Senator Joseph P. Addabbo Jr.; Richard Altabe, Chairman of the Board, JCCRP

and choosing whatever appeals to them, the JCC pantry is coming back better than ever. This will create a much more comfortable and familiar experience for everyone involved," said Councilman Donovan Richards. "Making sure that people have healthy food is such an im-

portant part of our fight against poverty. I am very proud to support the JCC for all of the hard work that they have done and continue to do in this fight."

"I am so grateful to the JCCRP for being one of the first to help after Superstorm Sandy and for never denying

anyone who asks for assistance," said State Senator Joseph Addabbo. "I am confident that as the rate of poverty remains among us, the JCCRP will always be there to answer the call for help."

"Poverty has risen dramatically in the New York Jewish community, according to the latest report from our Jewish Community Study of New York," said Roberta Leiner, Senior Vice President of Agency Relations at UJA-Federation of New York. "We also know that Superstorm Sandy has exacerbated the dire hardship. UJA-Federation helps the most vulnerable throughout the New York community every day, and we are also committed to helping our community heal and rebuild following the storm. The Jewish Community Council of the Rockaway Peninsula's new and improved food pantry will benefit those in need whether they have been affected by Sandy, the tough economic climate, or poverty."

"We're honored to be a part of the JCCRP effort," said William Rapfogel, Executive Director and CEO of the Metropolitan Council on Jewish Poverty.

"OHEL Children's Home & Family Services has been privileged to have a team of crisis counselors stationed at the JCCRP since Hurricane Sandy struck the community," said Tzivvy Reiter, LCSW of Director, Project Hope at OHEL. "Working in partnership with

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the dedicated staff of the JCCRP, we have been able to provide emotional support to the thousands of people who walk through JCCRP's doors looking for desperately needed resources. We know that the newly retrofitted "Client Choice Pantry" — will provide much needed sustenance and relief at a still vulnerable time for so many people in the Far Rockaway community."

"City Harvest has been providing Kosher emergency food to the JCCRP/Jewish Services Coalition since 2002. Last year, we delivered 3,500 pounds of food to their food pantry, which helps feed approximately 1,200 Far Rockaway residents each month," said Rebecca Glass, Manager of The Jewish Services Coalition. "They were also instrumental during Hurricane Sandy relief efforts, and serve an important role in the Far Rockaways community and City Harvest is proud to partner with them to help feed hungry New Yorkers."

"Having a stocked and reliable food pantry in our community is so important. We are living in a time where so many can barely afford the basics, and this pantry will allow these struggling Rockaway residents the ability to restock their kitchens in a dignified fashion," said Boruch B. Bender Founder/CEO of Achiezer.

"The American Red Cross is proud to stand with organizations like the Jewish Community Council on the Rockaway Peninsula who are helping families in their hour of greatest need," said Josh

Lockwood, American Red Cross Greater New York Region CEO. "The Red Cross will continue to be there as Sandy survivors and communities in New York and New Jersey recover and rebuild."

"The JCCRP Client Choice Pantry is a wonderful resource for the community" said Joel Block, the newly appointed Executive Director of the Five Towns JCC.

NIVNEH worked very closely with JCCRP during the aftermath of Hurricane Sandy. "We saw firsthand how meaningful the food pantry was to so many families who were suffering, both before and after Sandy. We are thrilled to be able to share this momentous occasion with Nathan Krasnovsky, Executive Director JCCRP. We continue to be impressed with all the great things happening under his leadership and are confident this renovated food pantry will be a huge success," said Ettie and Asher Schoor, founders of Nivneh.

"The opening of a client choice pantry is the actualization of our mission and vision for the JCCRP. We are thrilled to finally be able to offer our clients this much needed service in a dignified way," said Richard Altabe, Chairman of the JCCRP board.

Since 1972, the JCCRP has been providing services on a non - sectarian basis to those in need and advocating issues of concern to the community. The JCCRP would not have been able to achieve this grand reopening without the support of the noted agencies



above. In addition, we thank our corporate sponsors: Brach's, Kosherworld, Lowe's and Prism for their support with our Pantry.

The pantry is designed for low-income residents to browse the pantry shelves, providing a comfortable shopping experience. Additionally, the newly renovated space will enable the JCCRP to attract clients that have shied away and could benefit from other services the JCCRP has to offer, in order to help them rebuild their lives and return to stability, security, and self-sufficiency.

There are still dedication opportunities available including: mezuzah dedication, naming rights, etc. If you are interested in a sponsorship opportunity, please email donation@jccrp.org or call Nathan Krasnovsky, Executive Director of the JCCRP at 718-327-7755, to schedule a tour of the food pantry or to discuss this sponsorship opportunity further. Also, you can visit the JCCRP at www.jccrp.org to make a donation.

All New Jewish Fitness Video Targets Girls and Teens

By Sandy Eller

After the resounding success of their first fitness video, *The Best of Shape Kosher Workouts*, partners Tanya Rosen and Abby Hessney realized that there was a huge demand within the Jewish community for at-home fitness routines that had it all: a choice of challenging but not intimidating workouts with easy to follow instructions that not only produced results but stayed within the boundaries of *tznius*.

Motivated by the overwhelming and enthusiastic response to their first video, the two women, co-owners of the wildly popular Shape Fitness gym in Flatbush, realized that there was a need for fitness routines that targeted a different demographic: girls and teens.

"I always turned off exercise DVDs when my kids walked in, afraid of exposing them to things that weren't ap-

propriate for them," explained Tanya. "I wanted something I could feel comfortable bringing into my own home."

With today's growing emphasis on fitness and nutrition, the idea of workouts that were targeted to girls ages seven and up seemed like an idea whose time had come.

"Parents have to take responsibility for the health and fitness of their kids," said Abby. "This DVD is the perfect start and with everyone in the video dressed appropriately and no lyrics at all to the music, it is appropriate for *bnos Yisroel*."

Titled "The Best of Shape Kosher Workouts Girls & Teens," the DVD features three twenty minute segments, including Kickboxing Party with Tanya, Funtastic Gymnastics with Ilana and Dancersize with Rose. Each of

the three routines features two girls of different levels of ability performing the age-appropriate exercise sets and is loaded with fun graphics and eye catching colors.

As with the original Shape video, the ability to perform a professionally led exercise routine at home offers tremendous advantages, including the ultimate in privacy, the convenience of not having to leave the house and significant financial savings. Additionally for those who prefer to take advantage of the great outdoors in order to meet their fitness goals but oftentimes find their workouts scuttled by the whims of the weather, the Shape DVDs take rain, snow, ice, and excessive hot and cold temperatures out of the equation, allowing for a great workout in the air-conditioned comfort of your own home.

The only kosher exercise DVD marketed directly to girls, *Shape Girls & Teens* prove that physical fitness and *tznius* are not mutually exclusive. With both instructors and participants appropriately attired, once again in simple, tasteful shells, below the knee flared skirts and black leggings, and music that never crosses the lines of good taste, *Shape Girls & Teens* is an ideal way for girls and teens to embark upon the road to physical fitness without compromising on any of their standards.

Shape Girls & Teens is being distributed by Aderet Music and is available in your local Judaica store or online at www.shapefitnessgym.com or at www.mostlymusic.com. For more information call 718-338-8700.