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**STORIES IN THIS  
ISSUE**

**FEATURES**

Simchat Torah:  
Lessons in the circle  
A Cossack revival in  
Russia

Supersized etrog

**COMMUNITY**

Kosher cafe closes  
JCC to host 2006

Maccabi Games

Suit against

Blockbuster

Magazine aimed at  
Jewish life

Scottsdale Kosher

Market expands

Islamic culture

'misunderstood'

**SPECIAL SECTION**

**Perfect Party**

Planning baby  
showers require care  
and creativity

**HEALTH**

New compact disc  
fights breast cancer

**HOME & GARDEN**

Design project gives  
seniors a fresh start

**NATION**

Presbyterians stand  
by divestment vote

Supreme Court

religious debate possible

U.S. voter interest

surges in Israel

Red Sox 'curse'

**WORLD**

Sarajevo synagogue  
reopens

Forum organizers

look to Vienna

**ISRAEL**

Violence continues  
into fifth year

Would Israel strike

Iran?

Israel, Arabs

cooperating against

**JEWISH NEWS**  
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## Magazine aimed at Jewish life to debut

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Staff Writer  
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American Jewish Spirit, a Jewish lifestyle magazine published by Phoenix-based Jewish Spirit Media, will debut in January.

The magazine, on the drawing board since March, will take a more personal approach than many Jewish publications, according to Rabbi Zvi Holland of the Phoenix Community Kollel, executive director of the magazine.

Jewish Spirit Media is a Torah-based media company whose goal is to produce outreach publications for all kinds of Jews. It was Holland who came up with the concept.

"There's a tremendous positive energy in the Jewish community that's not common," Holland said. As the community focuses on more communal issues in an attempt to "fix the world," other more personal issues get lost.

"There are hundreds of thousands of Jews involved in Jewish education organizations across the country, and these people are looking for meaning," Holland said. "I thought it would be a no-brainer to get all these organizations together."

The magazine will be geared toward those who are "actively involved in the search for Jewish meaning and Jewish living," Holland said.

Robin Meyerson, publisher of the magazine, said she became intrigued with the idea when she traveled to Tucson with Holland for a speaking engagement at the University of Arizona Hillel. She told the students that she had left her career in publishing, marketing and sales to stay home to take care of her three children and to learn more about Judaism.

On the return trip to Phoenix, Holland asked Meyerson if she would be interested in getting involved with a magazine geared toward individual issues. "It was such an exciting idea, and I could use my experience in publishing," Meyerson said.

Meyerson said that no other publication focuses on the personal issues of what it means to be a Jew.

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**OPINION**

*Editorial* - Isn't it ironic...

*Commentary* - Taking faith, and baseball, seriously

*Commentary* - Knowing heritage makes 'wilderness bloom'

*In the Mail* - Letters to the Editor

**ARTS**

Film introduces Brazil to Jewish communist 'Olga'

**BUSINESS**

New shop looks to scoop up competition  
People on the move

**COMING UP**

This Week

**MILESTONES**

Births

B'nai Mitzvah

Obituaries

**SENIORS**

Events

**SINGLES**

Datebook

**YOUTH**

Bat mitzvah  
challenging for parent, child

**TORAH STUDY**

Sukkot has double identity

"While there are dozens of Jewish content publications in print in the U.S., none are dedicated exclusively to the Jewish individual seeking wisdom and inspiration for living a successful, meaningful and joyous life in the spirit of Judaism," she said. "This magazine is not touching on politics, it's not touching on controversial issues."

The magazine will hold its launch party in late October in New York at KosherFest, an international trade event for the kosher food and food service industries. Sample issues will be available at the event before the magazine makes its first distribution to 200,000 Jews across the country in January. Meyerson said the launch is to let potential subscribers and advertisers know the magazine will be available. The publication will be printed eight times annually.

Meyerson said that local residents most likely will find American Jewish Spirit at area congregations, organizations and stores. Subscriptions are \$18 per year. Single issue cost will be \$3.95.

To learn more or to subscribe, visit [www.ajspirit.com](http://www.ajspirit.com).

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