

FOR IMMEDIATE RELEASE

SingerSiddur Offers Personalized Family Haggadah

Chesterland, Ohio – April 5, 2005 – SingerSiddur, a Cleveland-area company specializing in custom prayerbooks for Jewish occasions, announces “B'chol Dor Vador – In Every Generation” a one-of-a-kind Passover Haggadah completely personalized for each family.

Working with the family, SingerSiddur incorporates photographs of as many generations as possible from all sides of the family tree, along with artwork, poetry, family heirlooms, and brief memories, to create a beautiful Haggadah that everyone will want to keep and update for years to come. The paperback books have full-color, glossy covers, with black-and-white inside pages.

At the start of the project, SingerSiddur provides a kit that makes it easy to organize and share precious materials safely before the book is finalized. Then the company scans everything and inserts the graphics into available spots on most pages of the Haggadah. The whole experience helps the family to focus on their particular history, as well as connecting in a very personal way to the seder rituals.

“It's not too early to start working on a Haggadah for next year,” says Vivian Singer, owner of the company. “Gathering all the pictures and other memorabilia takes time. You want to try to locate the treasures that other people have hidden away in boxes somewhere. If they know what you're doing, they will want to help.”

Haggadah options include: a family tree, transliteration of songs and key blessings, addition of songs with special meaning to the family. Families can request several blank pages for people to write notes or draw pictures, or pages for guests to “sign in” before the seder, so each book has a record of who used it over the years. Since different families have different religious sensibilities, the company offers either a classic, familiar translation of the Haggadah or one that is updated for gender sensitivity and more American vocabulary.

SingerSiddur also creates custom siddurim (prayerbooks) and birkonim (songbooks) for any special occasion. Favorites include Bar and Bat Mitzvah services and supplements, and worship services to celebrate the installation of new rabbis and synagogue anniversaries.

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Vivian Singer is a former computer professional and perennial Hebrew student who is currently the Assistant Regional Director for the Northeast Lakes Council of the Union for Reform Judaism.

See sample pages of many SingerSiddur products at www.singersiddur.com.