

## **Make way, Martha! A new book debuts a high-style form of entertaining that's based on the BIG ideas of life:**

### **EMBRACING CHANGE, HAVING DREAMS, BEING GRATEFUL, HAVING COURAGE AND TAKING THINGS TO HEART, TO NAME A FEW**

In the '80s, Martha Stewart introduced a new American style for entertaining. It was beautiful but it was still just style. Now a brand new book, *MitzvahChic*, proclaims that—especially since 9/11—it's not enough to look pretty. People want their important celebrations to be a powerful shared experience, and a moment of real connection to friends, family and what matters in life.

Subtitled *A New Approach to Hosting a Bar or Bat Mitzvah That is Meaningful, Hip, Relevant, Fun & Drop-Dead Gorgeous*, *MitzvahChic* was intended just for parents planning this rite of passage for their child. And, with bar mitzvah themes like “shopping”, “movie awards” and even “The Sopranos” now common, there was certainly a need. Yet, the book's message resonates beyond this one audience.

That's because *MitzvahChic* shows, among many general topics, how to host parties that are about *who we are*, the passions we have and how best to share it all with others. Forget the notion that parties have to be small to be intimate. These parties are so intensely personal that they feel intimate no matter how many people are there.

According to author Gail Anthony Greenberg, milestone parties – the weddings, bar mitzvahs, and other very personal events – are not frivolities but are loaded with significance. Simply inviting someone or being invited affirms the importance of your relationship and, in a larger sense, is the proof we all crave that we matter to other people, that we're not just floating through life disconnected and unknown.

These important parties are also potentially very emotional and can be a real bonding experience to attend. Like the ancient Greeks going to the theater to experience *catharsis* – emotional release – guests love going and having a moving, tearful, exuberant time.

*MitzvahChic* improves every host's party IQ by explaining how to make guests feel treasured so the hosts not only convey their affection but cast a spell over guests that makes them feel enthused and inspired. Under such enchantment, guests themselves typically create far more party excitement than the hosts could ever hire or script.

### **What *MitzvahChic* Parties Look Like**

*MitzvahChic* shows eight complete parties – some with invitation ideas and special activities – based on important human values and experiences.

- One entitled “Beginnings” is an invitation to contemplate how often new beginnings happen in life and how positive change can be...even though we all resist it.
- The centerpiece is a lit-up tree in a Tuscan-finish pot decorated with cartouches of baby footprints. (Martha-style instructions on making the pot are in the book.) Other symbols of new beginnings are a bird's nest with eggs at the tree base, a wire baby bassinet holding photos, seeds scattered over the table and a “desktop garden” party favor.
- The party favor showcases another unique quality of *MitzvahChic*: this is one of the first books specifically designed to work in partnership with a website [www.MitzvahChic.com](http://www.MitzvahChic.com). Hosts who want to create this party favor go there to find links to all the materials needed, and also to download sheets of the ready-to-customize-and-print round labels.
- See photos of the “Beginnings” table and party favor in [www.MitzvahChic.com](http://www.MitzvahChic.com)'s “Online Press Kit”.
- Beyond these eight parties, there are dozens of additional party ideas inspired by a humanistic reading of the Bible. Whether considered a secular or divine work, this text has given us some of the most important ideas we cherish as people: the “Golden Rule”, the first recorded instance of women being treated equally under the law, and the first assertion that animals have an emotional life.
- Some of the less famous questions the Bible poses and *MitzvahChic* brings to the party are: how can individuals be peacemakers? What does it mean to be a steward of the land? Should “great men” be held to a higher standard of behavior? In modern life, what are the wilderness experiences – times of personal wandering? What is sacred work and can we make our own work somehow sacred?

We all love great style and great parties. To have both, rooted in meaning, makes a celebration a very powerful – even transforming – experience. The marriage of style and substance cannot be found in any current wedding or celebration book. But to terrorism- and war-weary Americans it may be the only kind of celebration worth having.

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