

'A Purim Message for our Times' Rabbi Gideon Shloush Global Resource Development & External Affairs Division KKL-JNF March 2025

One of the traditions of Purim is to read the Book of Esther. We read from the Megillah, a scroll that narrates the miraculous story that happened to the Jewish People more than 2,300 years ago. The narrative is a remarkable V'Nahafoch Hu - turn of events – where a decree was issued for the Jews to be destroyed only to result in their enemies - led by the wicked Haman - being defeated .

Interestingly, twice in the Megillah we find the phrase: "Yom V'Yom" (day after day) .

The first instance mentions that "day after day" people would bow to Haman. All would do this except for Mordechai. The second time we see these words is regarding Mordechai going "day after day" to the gates of the palace to check up on the circumstances of Queen Esther .

One must wonder if there is a connection between these two references. My teacher, Rabbi Jacob J. Schacter suggests that there is a beautiful and deep message here about the uniqueness and determination of the Jewish People.

One the one hand, the Jewish nation is tough and strong. We stand up for ourselves and we refuse to bow to our enemies. But at the same time, it is the nature of the Jewish People to be concerned for the well-being of a Jew in a compromised state, and to look out for him or her "day after day."

The purpose of the reading of the Megillah is to publicize the miracle and to take note of the fact that what happened Bayamim Hahem (in those days) continues to occur Bazman HaZeh (in our own times). Sadly, the threats to the Jewish People continue to this very day. The catastrophe of October 7th and its aftermath is just the most recent example of this. Nevertheless, we stand strong against our enemies while simultaneously supporting and looking after our own. The brave soldiers of the Israel Defense Forces have risen up like lions and defeated their adversaries, and now our hostages are gradually returning home

There is even a custom of dressing up in costumes on this holiday, as a subtle reminder that though we appeared to be in danger of annihilation, G-d only intended this to be a façade .

May it be that just as we experienced V'Nahafoch Hu – an incredible turn of events - in the Purim story, may we merit to a similar outcome in our present-day Iron Swords war. May the enemies of Israel be defeated and may we enjoy peace and tranquility Bazman HaZeh.

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