



## Discounted Dairy Products From Mesamche Lev To Enhance *Yom Tov* For Thousands

Mesamche Lev will make a major difference to thousands of families in three locations this *Pesach* by greatly subsidizing dairy products *l'kovod yom tov*. Three giant trailers filled with Tnuva dairy products will unload their goods at Mesamche Lev distribution locations in Eretz Yisroel, offering expensive *yom tov* basics at half price. The events will take place in Shomrei Emunim, Ezras Torah, and Beit Shemesh, and will be a major source of sustenance to thousands.

Families are very excited about this project, a Mesamche Lev initiative valued at 1,500,000 NIS. Libby E., a Beit Shemesh mother of nine, is looking forward to buying leben and yogurt.

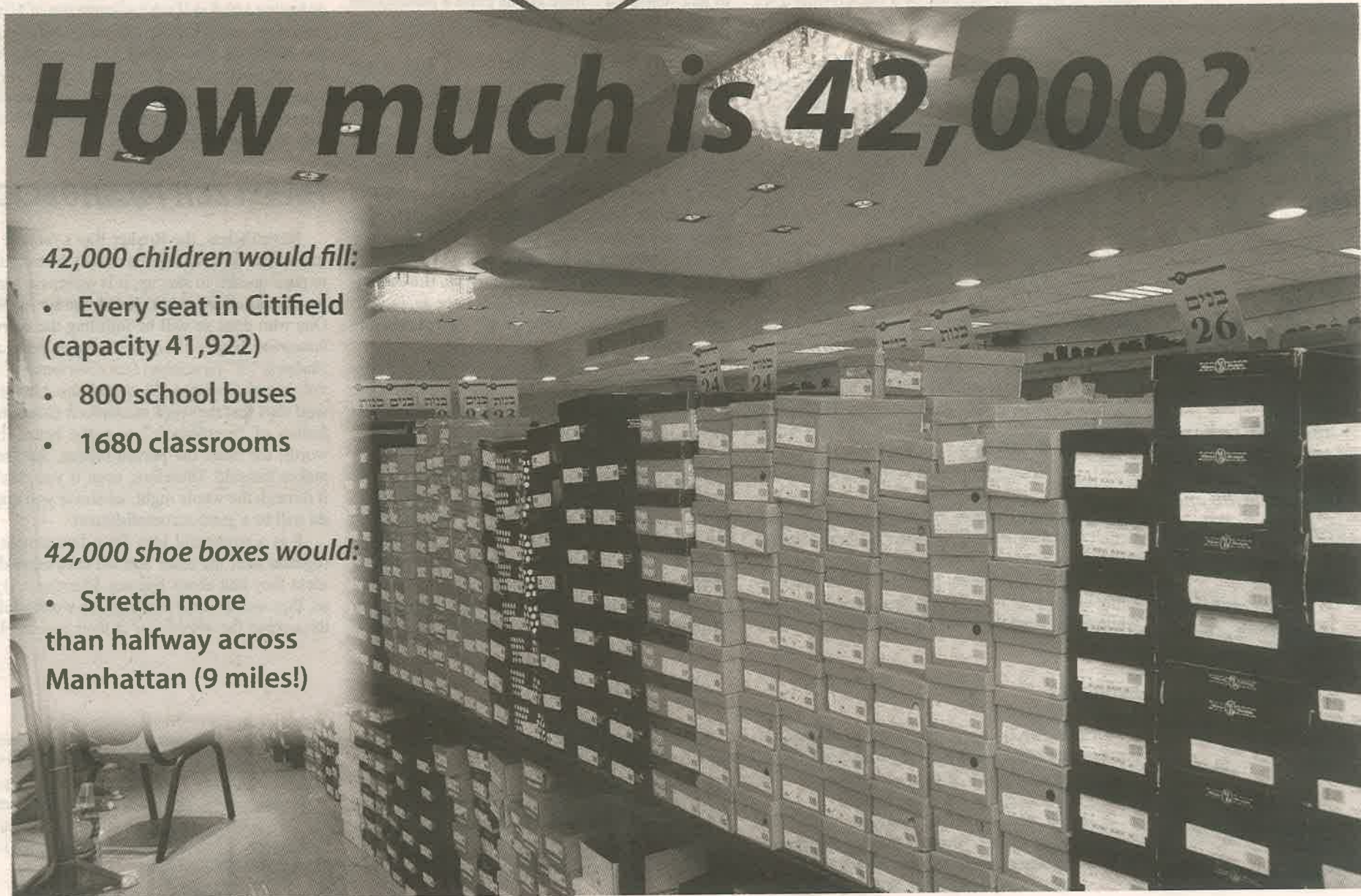
"It's going to be a real treat for my children," she says. "In my house, leben is a specialty. I buy it for birthdays. Now it'll be for *yom tov*." She'll also buy plenty of milk, butter, soft cheese, and sliced cheese, another expensive

item she splurges on only occasionally.

"My husband is in *kollel*, and we have a very small grocery budget," she says. "I buy two bags of milk, and it has to last all week. On *Pesach*, I always wish I could buy dairy products to add variety to the menu. This is the first time I'll be able to do that." Hadassah I. of Meah Shearim says that her children barely know what these products taste like.

"When I told them about the sale, my girls went to the *makolet* to study the dairy case. They wrote down for me exactly what they want. My six year old can't stop asking if I can buy... chocolate milk [for her]."

The dairy products program will add yet another dimension to Mesamche Lev's massive *Pesach* distribution, and demonstrates the organization's commitment to bringing *simcha* to life for thousands of families.



# How much is 42,000?

42,000 children would fill:

- Every seat in Citifield (capacity 41,922)
- 800 school buses
- 1680 classrooms

42,000 shoe boxes would:

- Stretch more than halfway across Manhattan (9 miles!)