



Every Facebook share = a meal for the hungry

NYC duo “Hadar & Sheldon” are feeding the hungry with their brand new music video “Body Is A Temple.” Set to be filmed at Temple Israel of the City of New York’s annual Rise Against Hunger event, the video will feature Hadar and Sheldon and members of the upper East side congregation as they attempt to pack their 250,000th meal. To celebrate this momentous occasion and multiply its impact, Temple Israel and the duo are using the video to engage the public and double down in their fight to end world hunger, pledging to pack more meals for each Facebook share the video receives in the month of December.

The partnership is a natural fit for the husband and wife who call Temple Israel home and who have long made careers out of making music with a message. When she is not singing as the cantorial soloist at Temple Israel, Hadar Orshalimy is a highly sought-after writer and entertainer with credits on more than 10 full length releases, and notable recent performances at receptions for dignitaries such as Barack Obama, Bill Clinton, George W. Bush, Madeleine Albright, and Ehud Barak. Sheldon Low, now in his 8th year as Temple Israel’s “Rockstar in Residence,” is one of the most recognizable names in contemporary Jewish pop, with more than 100 appearances across North America each year and 5 albums that have sold over 100,000 copies worldwide. The couple began collaborating as “Hadar and Sheldon” in 2018, releasing 3 singles and performing together around the U.S.

After the release of their third single, “Body Is A Temple” in May of 2019, the duo began brainstorming ideas for a music video. “One message in the song is that we come to houses of worship to be inspired to repair the world. So when we learned we’d reach 250,000 meals at Rise Against Hunger this year, (we) immediately reached out to our Rabbis,” says Sheldon.

Rise Against Hunger is an organization committed to ending hunger worldwide by providing food and life-changing aid to the most vulnerable. Since 1998, volunteers around the world have packaged about 500 million meals for people in need through meal packing events like the one held at Temple Israel, which takes place each year on the Sunday before Thanksgiving.

To maximize the video’s impact, Rabbis Jim Stoloff and Melissa Buyer-Witman suggested that the video be released on Giving Tuesday as a fundraiser for Temple Israel’s Rise Against Hunger fund, and Senior Rabbi David Gelfand pledged that Temple Israel would pack an additional meal in 2020 for every share of the video on Facebook in December.

Members of the public will be able to view and share the video beginning at 10 AM on Monday, December 2nd, on the Hadar and Sheldon (@HadarAndSheldon) and Temple Israel (@TempleIsraelofNYC) Facebook pages. To join the campaign and guarantee another meal pledge, simply click the Facebook “Share” button and post the video on your profile before the end of December.