

Zachor

Never Again is Now

UPON REFLECTION



Following this tragedy, the Jewish community and its allies around the world have united, emphasizing education, advocacy, and resilience as crucial tools in combating hatred and fostering mutual understanding.

In the face of growing challenges such as the October 7 massacre and a resurgence in anti-Semitism, the concept of “Never Again is Now” has gained new significance. This powerful message, born from the vow of “Never Again” made in the wake of the Holocaust, has evolved to address the immediate need for vigilance and action in our current world. From this development of “Never Again is Now,” we have embraced the “Our 6 Million” initiative, a campaign that involves lighting candles to commemorate the six million Jewish lives lost in the Holocaust.

This initiative transcends traditional remembrance, embodying a proactive commitment to shaping a just and compassionate world through the act of remembering.