

Serving Oakland County

A promotional banner for Verizon featuring the text "FREE PHONES" in large white letters on a red background. Below it, smaller text reads "with new 2yr activation" and "Free Overnight Shipping & Instant Discounts with online orders". The Verizon logo is on the right, along with a "Learn More" button. Three mobile phones are shown on the right side of the banner, each displaying a different person's face on the screen. A "RULE THE AIR" logo is also visible in the center.[News](#) > [Local News](#)

Rabbis to look at Silly Bandz fad as educational opportunity

Published: Wednesday, August 18, 2010

[No comments posted.](#) | [Email to a friend](#) | [Print version](#) | [Share This](#) | [RSS Feeds](#)[Click to enlarge](#)

First, they were just silly. But it didn't take long for Rabbi Jason Miller, the rabbi of Tamarack Camps in Oakland County, to notice that this summer's fad was "Silly Bandz," the colorful rubber bands in various shapes worn on kids' wrists.

The 34-year-old rabbi saw campers and counselors at Camp Maas, Tamarack's residential Jewish camp, trading all sorts of rubber shapes but didn't see anything with a Jewish theme in the collections.

So, Rabbi Jason, as he's known at camp, went to the web to find the Jewish version of Silly Bandz and landed on Rabbi Moshe Rabin's site, JewlyBandz.com. A Chabad rabbi in Florida who runs a girls' seminary, Rabin tapped into the latest fad.

It didn't take long for Miller and Rabin to realize that they each had many connections to Jewish youth who would enjoy adding Jewish Silly Bandz to their collection, and these connections didn't overlap. Miller works predominantly within the Conservative, Reform and Reconstructionist branches of Judaism, while Rabin is an Orthodox Jewish educator.

Both rabbis agreed that the next level of this national fad should have the added value of being educational.

Jewly Bandz has produced a symbolic selection of Jewish Silly Bandz in the thematic shapes of the Jewish holidays with each holiday represented in elastic shapes kids everywhere will wear with pride and look forward to sharing and trading with their friends.

A great way to bring awareness and start conversations, Jewly Bandz are fun and educational on the symbolic and cultural level.

"When I saw children so excited to collect the latest bands, I knew there was an opportunity here to teach Torah in a fun way," said Rabbi Rabin.

"Judaism in the 21st century needs to keep pace with the current trends," Miller added. "If kids are crazy about collecting Silly Bandz bracelets, I want to see a shofar bracelet on every Jewish child's wrist in the month before Rosh Hashana."

With free shipping offered for orders over \$25, Jewly Bandz has received requests and inquiries from synagogues and temples, Jewish camps, JCCs, Federations, Chabad Houses, and organizations worldwide for the Jewish Festival Holidays series, as well as custom designed bands for individual organizations. Many of these organizations are using Jewly Bandz to raise money.

Miller's contacts will receive 20 percent off if they place their order from the Jewly Bandz website before Aug. 31.

Money raised selling Jewly Bandz will be used to fund educational scholarships for Jewish children.

FYI

To purchase Jewly Bandz, visit www.jewlybandz.com.



See wrong or incorrect information in a story. Tell us here

Comments

The following are comments from the readers. In no way do they represent the view of The Oakland Press or theoaklandpress.com.

Login To Comment

You must be logged in to post a comment.

*Member ID:

*Password:

Remember login?

[\(requires cookies\)](#)

Not Registered? Sign up today for free!

Do not use usernames or passwords from your financial accounts!

Note: Fields marked with an asterisk (*) are required!

*Create a Member ID:

*Choose a password:

*Re-enter password:

*E-mail Address:

*Year of Birth:

(children under 13 cannot register)

First Name:

Last Name:

Address:

City:

Zip Code:

I want to receive info from theoaklandpress.com: Please add me.

By registering, you agree with our [terms of service](#).