



Jewish Urban Meeting Place News Release

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SHABBATON 2012: LOVE, DATING AND RELATIONSHIPS

Goals and Objectives

The weekend's shabbaton will focus on something young people struggle with most – relationships and dating. Our generation faces tremendous obstacles and issues in understanding how to date and how to build successful relationships. By bringing together experts in the field, young professionals will learn and explore love, dating and relationships.

The shabbaton will feature a number of lectures and breakout sessions by experts, Rabbis and Rebbetzins who can provide valuable information and Jewish wisdom to give participants the tools to date, find love and get married.

At JUMP, we view the troubles with dating as an epidemic, plaguing young Jewish professionals across North America. With no rules and no direction, singles are not getting married until they are much older, or getting married young without much direction and ultimately getting divorced. Statistics show that in Canada, 40% of married couples will get divorced before their 30th wedding anniversary, with the average lasting only 14.5 years. In the US, the numbers are even higher – with up to 50% ending in divorce.

We view the ultimate goal of this shabbaton as getting all community organizations across Canada and the US together to foster a sense of community in order to tackle this problem head on.

Target Demographic

The shabbaton will be targeted to approximately 200, 24 to 34-year-olds – single, unaffiliated, non-religious. There will be an intense screening process and application that will ask key questions to gauge a better idea of what people are looking for to ensure they can get the most out of the experience.

Program of Shabbaton

The weekend will comprise of a big lecture, keynote address by famous speakers, breakout sessions focusing on some of the topics below, a networking event, authentic Shabbat experience (dinner, lunch, havdallah) and other social activities. The cost of the program will include all meals, accommodations, all activities and programs.



Topics featured will include:

- Love in the 21st century – how to date with social media, how to create an online dating profile
- Rules of attraction and dating
- Red flags to look for
- Importance of commitment
- Understanding you before putting yourself out there
- Faith and belief in god
- Why marry Jewish?