

 Flatbush Focus

## Magenu Carnival —‘Children’s’ Personal Safety Education Needn’t Be Scary!’

Hamodia, June 25<sup>th</sup>, 2014

Thousands attended the second annual Magenu Safety Day at Floyd Bennett Field on Sunday, June 15. The purpose of the day was to raise awareness in the Jewish community about keeping children safe. Magenu, a non-profit organization focusing on education and prevention of child abuse, hosted the event in conjunction with Shomrim, Hatzolah, NYPD and FDNY.

Along with the numerous vehicles featured that children were allowed to explore, the various departments showcased the ways they work with the community to ensure safety. The police department brought along the horses in their team, and McGruff, the crime-fighting dog, who posed for pictures and delighted the crowd.

The Fire Department’s fire-simulator vehicle showed kids and parents how to protect themselves in case of fire and the importance of fire drills. Hatzolah and Shomrim wowed participants with exciting videos on the work they do.

Action-packed live shows throughout the day featured a magician, a fire juggler, the talented sounds of Shea Rubenstein and Nachas, races, bouncing machines, and craft stations complete

with jewelry and cookie design, stamp art and plaster painting.

All who attended agreed that the greater message of protecting children was the real high-light of the day.

Magenu’s “Be A Star Personal Safety” booth offered practical tips and lessons for children ages 4-13, with multiple classes geared to boys and girls separately. Children were taught summer safety tips, such as what to do if lost or if separated from a group, the need to check-in with an adult in charge, and the concept of safe touch.

Magenu has been in existence for almost three years and has taken on the difficult topic of child abuse affecting the Jewish community, educating the community on these sensitive topics in a practical and non-threatening way.

Magenu believes that it shouldn’t hurt to be a child and that every child matters. They have educated thousands of children, parents, and teachers on the importance of personal safety and how to build these lessons into a child’s life without causing fear or anxiety.

“The principals in the schools and yeshivos that have brought the program in are to be commended,” says Dr. Shani Verschleiser, co-founder of Magenu. “They are the ones that are addressing the issues head-on and realize the importance of this type of training. As with any form of learning, Magenu believes that education is power and are honored to be able to make a difference.”

The presence of so many people from so many Jewish back-grounds sharing in this important day together shows clearly the Jewish community's commitment to addressing this issue in a proactive and healthy way.

Magenu's Be A Star program is a Gemara-based concept, which teaches a child to Stop, Think and Act in all situations, a lesson that can be used in many parts of life.

For more information on how to bring Magenu into your school, shul, community, or local groups please contact Dr. Shani Verschleiser or Mrs. Sarit Rubenstein at 718-408-7233 or [info@magenu.org](mailto:info@magenu.org)