



**BIRMINGHAM
HOLOCAUST
EDUCATION
CENTER**

Keeping the History
and Lessons of the
Holocaust Alive

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For Immediate Release

**BHEC WELCOMES FORMER U.S. SECRETARY OF STATE
MADELEINE ALBRIGHT
AND AUBURN UNIVERSITY'S HEAD MEN'S BASKETBALL COACH
BRUCE PEARL
GUEST SPEAKERS FOR *L'CHAIM* 2020**



July 8, 2020 -- The Birmingham Holocaust Education Center and Co-Chairs Kate Cotton, Cathy O. Friedman, and Jim Richardson present *L'Chaim* ("to life") 2020 virtual event on August 23 at 2:00 p.m. live online at bheclchaim.swell.gives. The annual event will honor Susan and David Silverstein, for their strong commitment to the BHEC's vision and mission. The *L'Chaim* program is a combination of entertainment, education, and recognition. The program will feature virtual performances arranged by Keith Cromwell of Red Mountain Theatre Company and will include keynotes from special guests, **Former U.S. Secretary of State Madeleine Albright**, and Auburn University's Head Men's Basketball Coach **Bruce Pearl**.



Dr. Albright, and Coach Pearl will share words of hope, empowerment, and why Holocaust education is critical today. "Now more than ever, the BHEC is dedicated to preserving and sharing our Alabama Holocaust Survivors' stories, which are powerful reminders to us all, of the consequences of hate, and silence in the face of hate. Even during this challenging COVID-19 pandemic, we are empowering teachers and our greater community through Holocaust education online workshops," says **Rev. Melissa Self Patrick, Executive Director of Birmingham Holocaust Education Center**. The Anti-Defamation League's recent audit of antisemitic incidents shows a 12% increase overall, and the US Justice Department and FBI statistics on hate crimes show steady growth over the last four years in hate crimes directed against individuals because of race, religion, or sexual orientation.

L'Chaim is the culmination of the BHEC's annual fundraising campaign. A virtual event due to COVID-19, the BHEC invites everyone to connect to the event website to make a contribution and/or to view the exciting and meaningful event, [bheclchaim.swell.gives](https://www.bheclchaim.swell.gives). All fundraising proceeds are used to advance the mission of the BHEC to keep the history and lessons of the Holocaust alive. For more information, call the BHEC at 795-4176.

About Birmingham Holocaust Education Center (BHEC):

The Birmingham Holocaust Education Center (BHEC) seeks to educate the people of Alabama about the history of the Holocaust so that new generations will apply the lessons of the Holocaust to the construction of a more just, humane, and tolerant future. By preserving and sharing the stories of local Holocaust survivors and commemorating the events of the Holocaust and the lives of those who perished, the BHEC seeks to promote a moral and ethical response to prejudice, hatred, and indifference for the benefit of all humanity.

For more information about the Birmingham Holocaust Education Center (BHEC), visit www.bhecinfo.org.
To join the *L'Chaim* 2020 conversation on social media, follow #BHECLCHAIM2020.

Birmingham Holocaust Education Center (BHEC):

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