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Boston Interfaith Clergy Video Receives Unprecedented Response

Over 18,500 Views in Less Than a Week

Boston, MA: After being buried in nearly 100 inches of snow, thirteen of Boston's Jewish, Christian, and Muslim leaders collaborated to deliver a virtual prayer for the city. In the video, the clergy encourages viewers to be kind to one another and stay connected to each other despite the isolating conditions. "For the foreseeable future, any warmth we can generate will come from human kindness," says Reverend Nancy Taylor from Old South Church.

While the clergy expected the video to receive a warm reception from their faith communities, nobody anticipated the civic and national traction that it is gaining. This innovative collaboration may be the first of its kind — interfaith leaders leveraging social media to reach their communities and encourage passing a positive message on through their networks. "The hope is that people will send it to other people, and in doing that, they'll also be sending positive messages to other people," says Rabbi Matt Soffer of Temple Israel. "*Mitzvot*, or good deeds, have a snowballing effect."

With any luck, the snow has passed, but whatever comes next, Boston should know that its faith leaders and communities are here, together, and are committed to helping this city endure and thrive.

Others featured in the video include Reverend Jay Williams of Union United Methodist Church, Reverend Burns Stanfield of Fourth Presbyterian Church South Boston and President of Greater Boston Interfaith Organization, Reverend Dan Smith of First Church Cambridge, Reverend Rosemary Lloyd of First Church Boston, Reverend Sam Lloyd of Trinity Church, Cantor Jodi Sufrin of Temple Beth Elohim, Rabbi Ronne Friedman of Temple Israel of Boston, Suzan M. El-Rayess of the Islamic Society of Boston Cultural Center, Imam Ismail Fenni of the Islamic Society of Boston, Reverend Dr. Ray Hammond of Bethel AME Church, and Reverend June Cooper of City Mission Society of Boston.

Link to Video: <https://www.youtube.com/watch?v=B1kZazsTPqo>

About Temple Israel: Temple Israel is a diverse, urban, Reform Jewish congregation where all are welcome to enrich their spirituality, learning, social and civic impact. Learn more at www.tisrael.org. We welcome the opportunity to comment further on this story, and can provide contact information for the clergy involved in this project.

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