

2025 HIGHLIGHTS | PJ LIBRARY WESTERN MASSACHUSETTS

796

children engaged in PJ Library and PJ Our Way books



952

participants engaged in 12 fun holiday gatherings and special events across Western Mass



87%

of local PJ Library families are interested in becoming more connected to the local Jewish community

85%

of local PJ Library families agree that PJ Library books broaden their children's awareness of the diversity of Jewish life

72%

of local PJ Library families would be interested in resources for talking with their children about antisemitism



PJ Library provides an accessible, meaningful on-ramp to Jewish life and community in Western Mass!

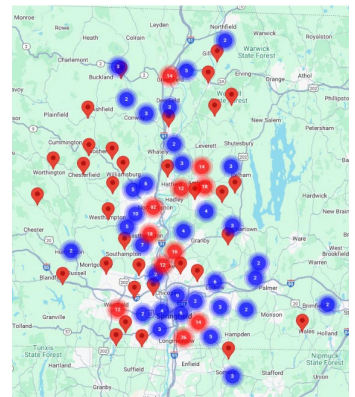
This award-winning engagement program welcomes all Jewish families, including interfaith and unaffiliated families, to explore Jewish culture, holidays, customs, and heritage.

Beyond books, PJ Library connects families through local events, special gatherings, and educational resources.

PARTICIPANT LOCATIONS

PJ Library engages families in **100+** cities and towns throughout Hampden, Hampshire, and Franklin counties, plus a few CT border towns. In 2025, the top 10 communities, in order of PJ Library subscribership, were:

1. Northampton
2. Longmeadow
3. Amherst
4. Springfield
5. Easthampton
6. Greenfield
7. South Hadley
8. Westfield
9. E. Longmeadow
10. W. Springfield

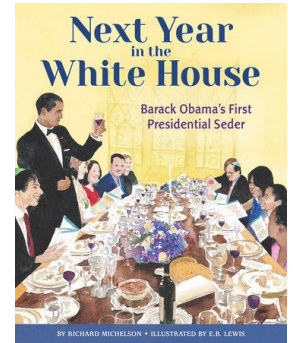


COMMUNITY ENGAGEMENT

In addition to monthly book deliveries, we welcomed **952** children and their families at **12** fun-filled events and special experiences throughout the PJ Library catchment area. 2025 highlights included:

Book Launch & Story Time with Eric Lesser and Rich Michelson Springfield JCC, Springfield, March 2025

Award-winning local author Richard Michelson joined us for a book launch and special story time for *Next Year in the White House: Barak Obama's First Presidential Seder*. Former MA State Senator Eric Lesser, whose memories formed the basis for the book, joined Rich for a lively Q&A and book signing.



Challah and Jam! Springfield JCC, Springfield, April – June 2025

Local singer-songwriter Felicia Sloin led a monthly Jewish music and movement get-together for children ages 0-5 and their caregivers. This pilot activity paved the way for our newest offering, **Rockin' Rugelach**, featuring local puppeteer and storyteller Anna Sobel.

Rosh Hashanah Story Walk with LGA Park Hill Orchards, Easthampton, September 2025

Kids and their grown-ups enjoyed a Rosh Hashanah-themed story walk at Lander-Grinspoon Academy's annual fall apple picking event. We staffed a busy give-away table with PJ Library books, tote bags, lunchboxes, and sweet treats.



Sukkah Fest Story Time Abundance Farm, Northampton, October 2025

PJ Library celebrated the fall harvest season at a bustling, family-friendly Sukkot Festival at Abundance Farm. A special story time hour featured some of our favorite PJ Library titles, including *The Vanishing Gourds* and *Sadie's Sukkah Breakfast*.