

Keep the memories alive

זכור

Strengthen

Anti-Semitism prevention!



My Dear Friends,

I come to you with one request. Approximately 25 years ago when I first started lecturing about the Holocaust I was wearing a ZACHOR pin on my lapel, which I purchased at a Holocaust Museum. After one of my presentations a young lady inquired about the pin I was wearing. I happen to have a few extra in my pocket so I gave her one. She examined it as if it were something holy. She said to me, "Mr. Lesser, I will cherish this pin for the rest of my life and if I ever have children of my own and they find this pin in my jewelry box or in a drawer and they will ask mommy or daddy what is this strange looking pin? That is when I will answer them - it means "remember", specifically Remember the Holocaust. There was a Holocaust."

This my friends, made a great impression on me. I **had an idea**. Anyone who hears or meets a Holocaust survivor should receive a ZACHOR pin. So that very day, I found a manufacturer. From that date forward at every appearance, lecture or school that I spoke to, each listener walks away with a ZACHOR pin in order to keep the memory alive.

To date we have given out approximately **half a million** ZACHOR pins.

Now my friends, let me tell you about my dream One morning I woke up in a sweat. I remembered the entire dream. It came alive. I remember my dear departed ones, all 6 million of them were crying out to me in a single word "ZACHOR" - Remember us, we were here. Do not let us die a second time. Please keep our memory alive.

This was when I started **The ZACHOR Holocaust Remembrance Foundation**. To never forget the victims and the heroes of the Holocaust. It is hard to believe that 75 years has passed since liberation. And as we approach Yom Hashoah (Holocaust Remembrance Day), Monday, April 20, 2020 where we commemorate those lives lost so tragically - we are offering a discount of \$0.75 cents off per pin when purchase the following pin bundles. This is **a limited time only**, so grab your pin today and help keep their memory alive.

- Quantity 10 pins - Orig. ~~\$40.00~~, **NOW \$32.50**
- Quantity 25 pins - Orig. ~~\$100.00~~, **NOW \$81.25**

*[offer expires April 30, 2020]

So I ask, purchase your pin today, give one to a friend or two. Wear it proudly knowing the meaning behind it to those who ask. The more we can do to correct intolerance and promote love in the moment, the less hate can grow.

Together let's keep this world from acquiring amnesia...*one pin at a time*.

-- Ben

[PURCHASE PINS HERE](#)



Watch Video

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Survivor Tells All

Holocaust Survivor, Ben Lesser is available for speaking engagements. Contact us today for an unforgettable life-changing experience.

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