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Author Laura Manischewitz Alpern Discusses her “Matzo Family” with Joan Nathan *at the Museum of Jewish Heritage—A Living Memorial to the Holocaust*

New York, NY—On **Wednesday, April 1 at 7 p.m.**, join award-winning cookbook author and TV host **Joan Nathan** for a discussion with author **Laura Manischewitz Alpern** to talk about Alpern’s new book *Manischewitz: The Matzo Family* (KTAV Publishing House, 2008). Great-granddaughter to the company’s founder, Laura will offer an affectionate look at the family behind the well-known brand name. Audience members will each receive a free box of matzo at this colorful pre-Passover program.

Tickets are \$10 general, \$7 students/seniors, \$5 members and are available online at www.mjhnyc.org or by calling the Museum box office at 646.437.4202. This event is co-sponsored by the The Manischewitz Company.

Most famous for its matzo and wine, Manischewitz was founded in 1888 and remained a family-run business for over 100 years. The company revolutionized the way in which matzo is produced, turning a once local, round-shaped product into its now trademark square, internationally distributed holiday staple. *The Matzo Family* takes readers beyond the brand, from the day Rabbi Behr Manischewitz decided to bake some matzo for Passover and “see how it goes” to present-day kitchens around the world.

Laura Manischewitz Alpern was born in Cincinnati, where she grew up with stories of her great-grandfather Dov Behr Manischewitz, founder of the Manischewitz Company. Later she lived in New Jersey and Israel, and then settled with her husband in Geneva where she worked for three decades as a librarian in an international organization.

Joan Nathan has won the prestigious James Beard and IACP Awards for best American cookbook for *The New American Cooking*, published in 2005. She is the author of nine other cookbooks and a regular contributor to *The New York Times*. Her PBS television series, *Jewish Cooking in America with Joan Nathan*, was nominated in 2000 for the James Beard Award for Best National Television Food Show. She has appeared as a guest on numerous radio and television programs including the *Today* show; *Good Morning America*; *Live with Regis and Kathie Lee*; and National Public Radio. Her other books include *Joan Nathan’s Jewish Holiday Kitchen*, *The Jewish Holiday Baker*, and *The Flavor of Jerusalem*.

WHAT: *Manischewitz: The Matzo Family*
Author Laura Manischewitz Alpern in discussion with Joan Nathan

WHERE: Museum of Jewish Heritage—A Living Memorial to the Holocaust
Edmond J. Safra Plaza, 36 Battery Place, Lower Manhattan

WHEN: Wednesday, April 1 at 7 p.m.

COST: \$10 general, \$7 students/seniors, \$5 members

About the Museum of Jewish Heritage

The Museum’s three-floor Core Exhibition educates people of all ages and backgrounds about the rich tapestry of Jewish life over the past century—before, during, and after the Holocaust. Special exhibitions include *Woman of Letters: Irène Némirovsky and Suite Française*, extended through August 30 and *The Shooting of Jews in Ukraine: Holocaust by Bullets*, on view through March 23. The Museum offers visitors a vibrant public program schedule in its Edmond J. Safra Hall. It is also home to Andy Goldsworthy’s memorial *Garden of Stones*, as well as James Carpenter’s *Reflection Passage*, Gift of The Gruss Lipper Foundation. The Museum receives general operating support from the New York City Department of Cultural Affairs, and is a founding member of the *Museums of Lower Manhattan*.