



THE TIME IS RIGHT: ACT IN ESTHER'S FOOTSTEPS TO STOP INJUSTICE

PURIM is about turning the expected on its head. It's about revealing the potential for goodness that sometimes seems hidden. The holiday celebrates a moment in history where a potential for great injustice was reversed because of the courage of Queen Esther.

The world is rife with injustice. Especially against those who are already vulnerable. Sometimes, it can seem like a situation is hopeless, that injustice is inevitable. What can we do to reverse it?

We can find inspiration in the Book of Esther. At a critical moment in the Purim story, when King Achashverosh is poised to carry out Haman's plan to wipe out the Jews, Mordechai emboldens Queen Esther to approach the King, by offering her these inspiring words:

“AND WHO KNOWS, PERHAPS IT WAS JUST FOR SUCH A TIME AS THIS
THAT YOU ATTAINED YOUR ROYAL POSITION!”

Mordechai's encouragement gives Esther courage, and she seizes this moment—ultimately upending the terrible decree against the Jewish people.

Each of us is imbued with the power both to encourage others to act and to act with courage ourselves. And it's this kind of bold and righteous action that can literally change history. On Purim, and on the eve of International Women's Day, may we be moved by Mordechai's words and ask ourselves how we can heal the world at “such a time as this”—a time when people worldwide are suffering from injustice.

FOLLOW IN ESTHER'S FOOTSTEPS, GARNER YOUR COURAGE, AND TAKE ACTION:

- Support the work of grassroots organizations empowering women and girls. (ajws.org/donate)
- Share our Purim Facebook image and join the conversation about what you have the courage to do and who you can inspire to join you. (facebook.com/americanjewishworldservice)
- Encourage your friends to sign our petition in support of the International Violence Against Women Act (IVAWA). (ajws.org/petition)
- Join a growing movement to end violence against women and girls by joining AJWS's We Believe campaign. (ajws.org/webelieve)
- Share this message by including it in your mishloach manot (gifts of food on Purim) to encourage your friends and family to act.

