

YOU'RE INVITED

Rabbi Pear and the
Shir Hadash Community
invite you to

The Jerusalem launch of MIDRASH X™

A JEWISH MEDIA HOUSE

*Combining wisdom with technology,
imagination, and humor.*

Sunday, November 22, 2026

8:00-10:00 PM



Shir Hadash Community • 1 Ya'akov Rubin St., off Tsvi Graetz Street
Talbiya, Jerusalem

We will be serving:

fresh ideas, *unexpected* creativity,
wine, cheese, and *extraordinary* music.

At the heart of MIDRASH X is one question:

What kind of content is worth bringing into the world?

*The work is not to dumb down ancient wisdom for the modern world.
It is to create the conditions in which the timeless soul
can encounter its own fullest depth.*

MIDRASH X is all about EI - Edutainment Intelligence:

- The People's Talmud platform just went over 120,000 uses - all organic.
- The People's Zohar platform, with help from SHARE 🌈, has just been launched.
- The first two books are now in bookstores.
- Digital games and short films are in development.

Rabbi Pear will sit down with Midrash X founder Rabbi Gedaliah Gurfein
to explore the vision behind this creative venture -
a conversation to spark your curiosity.

Come for the launch.
Leave with something to *think about*.

Secure your free seat

Complimentary admission • Advance registration required

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Register online