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## OHEL Sets the Stage For an Unforgettable Night

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By: *Sandy Eller*

On Monday, November 14<sup>th</sup>, 2011 at precisely 7:30 PM , the term “Jewish music concert” will be forever redefined as the curtain rises with a flourish on the annual OHEL Benefit Concert which, quite simply, will be an event unlike anything concert patrons have ever experienced.

OHEL, with its long standing tradition of raising the bar in concert excellence, continues to innovate and has assembled an unparalleled team of experts who will undoubtedly transform this year’s concert into a truly spectacular event. With design and production by the exclusive talents at NYFF Events and Sheer Productions, every moment and every inch of this star studded performance at the magnificent Mason Hall at the Baruch Performing Arts Center on Manhattan’s East Side will envelop concert patrons in the excitement of the ultimate musical experience that is the hallmark of every OHEL concert.

There are many elements that make this year’s event truly unique. While at most concerts the focus is on the performers, the star of this year’s concert is the music itself. In keeping with the theme “The Music We Love,” the star studded lineup, which is already in place for the concert, is a closely guarded secret, adding to the excitement and mystique of this one of a kind show.

By placing the music and not the performers in the spotlight, OHEL hopes that it is the actual music that will take center stage at this event.

“There is so much music out there that touches the heart and the soul,” said Elly Kleinman, Concert Chairman and President and CEO of The Americare Companies, primary sponsor of the concert. “It has the power to unify us and inspire us to do good. It is the soundtrack of our joyous moments and gives us solace in times of trouble. Music is an integral part of our lives. What better choice could there be to headline this year’s concert?”

Kleinman expects the air to be positively electric as concert patrons enter the hall and excitedly take their seats, waiting to discover the musical delights that await them and the identities of the all-star performers who will be taking the stage.

“We pride ourselves on thinking outside the box and we wanted to do something fresh and fun that had never been done before,” said Norman B. Gildin, Chief Development Officer at OHEL. “While there is certainly an aura of mystery surrounding this event, it is no secret that, as always, we have a full lineup of top tier entertainers for this concert which will be an upscale, professional and elegant evening of music.”

With a potpourri of musical genres, an array of international performers and a selection of songs including much loved favorites and exciting original compositions, OHEL expects the entire evening to have universal appeal. In another musical first, this concert will be an interactive event, and the public is invited to become part of this landmark evening by sharing their favorite songs, artists, musical genres, thoughts and the memorable musical moments of their lives via email or video submissions for possible inclusion in the concert.

“We want people to contact us and tell us about their favorite music, in either email or video format,” said Gildin. “What songs inspired them, what emotions were sparked hearing certain songs. The possibilities are endless. Those talented individuals who are truly innovative can submit short videos of themselves enjoying their favorite music, or sharing their ideas in some creative way. We want people to have fun with this concert, to really be a part of it.”

All video submissions are limited to one minute in length and can be mailed to OHEL Benefit Concert, 4510 16<sup>th</sup> Avenue, Brooklyn, New York, 11204 or uploaded directly to OHEL’s site at [www.ohelfamily.org/concertvideos](http://www.ohelfamily.org/concertvideos). Emails can be sent to [music@ohelfamily.org](mailto:music@ohelfamily.org) and the public is invited to interact with the concert Facebook page at [www.facebook.com/ohelconcert](http://www.facebook.com/ohelconcert). The Twitter link is <http://twitter.com/ohelconcert>.

Three live dedication opportunities are also available for this unforgettable event, giving those sponsors a unique opportunity to dedicate a song which will be announced by the master of ceremonies. A video or photo montage of the person to whom the song is being dedicated will be displayed as the performer sings the song, allowing for a truly memorable and exceptional experience.

All concert patrons are requested to be in their seats at 7:30 PM so that they do not miss even a single moment of this exciting experience which will begin promptly at the scheduled time.

Numerous sponsorship opportunities are available for the concert, which is one of OHEL's major annual fundraisers and all patrons will receive a CD with music by the evening's performers. Tickets can be purchased at 866-OHEL-TIX. For more information, go to [www.ohelfamily.org/concert](http://www.ohelfamily.org/concert).

*Sandy Eller is a freelance writer who has written for various websites, newspapers, magazines and private clients in addition to having written song lyrics and scripts for several full scale productions. She can be contacted at [sandyeller1@gmail.com](mailto:sandyeller1@gmail.com).*