

Your Brain on Kiddush and Tefillah: Music, Prayer, and the Brain

An illustrated lecture with Dr. Jon Greenberg

Sunday, August 2, at 4pm

Beth El-Keser Israel (BEKI)



Ever wonder why we raise a glass of wine for Kiddush on Shabbat, or for a wedding toast? Or why adding music, even without words, seems to make our prayers more powerful? Well, Dr. Jon Greenberg is ready to dive into the Talmudic and scientific nuggets, revealing how smell and music work their magic on our brains, forging connections to memory and binding us together in inspiring prayer.

Jon Greenberg holds an Sc.B. in biology from Brown University and a Ph.D. in agronomy from Cornell University. He also studied at Yeshivat Hamivtar and conducted research at Cornell, the US Department of Agriculture, and the University of Pennsylvania. He was a science teacher, textbook editor, and educational consultant for 35 years. Dr. Greenberg is the author of the Biblical and Talmudic botany website TorahFlora.org, and *Fruits of Freedom*, a Hagadah with a commentary based on the history of Jewish food and agriculture.

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