

# PRESS RELEASE



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## Breman Museum Names New Director of the Weinberg Center for Holocaust Education

The William Breman Jewish Heritage Museum announced, today that Rabbi Joseph W. Prass has been named the director of the Lillian and A.J. Weinberg Center for Holocaust Education. Rabbi Prass has served as the interim director since April 2017, his transition will be effective immediately.

The Weinberg Center for Holocaust Education at the Breman Museum is the preeminent Holocaust education center in Georgia, impacting over 21,000 people each year through a range of educational programs. It's extensive docent program and Holocaust survivor speakers actively engage visitors to the museum. The Breman uses a signature teaching approach that emphasizes a balanced perspective and invokes personal connections to history. In the last year alone, the Breman ensured that over 14,000 children had an opportunity to hear a Holocaust survivor in person

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through both field trips to the Breman's permanent Holocaust exhibition, outreach efforts, and innovative educational programs. Scholarships are provided for students from Title 1 schools. Additionally, the Breman hosts the Summer Institute for Teaching the Holocaust, which empowers educators of various disciplines to effectively teach this complex subject matter to contemporary audiences and produces educational resources that are used across the Southeast, including documentary films that tell the stories of local Holocaust survivors. Signature Breman programs include: the state's only public Holocaust survivor lecture series; classes designed for Jewish families to explore the Holocaust's impact on their own families' histories; film screenings; and art therapy workshops that bring Holocaust survivors together with homeless youth to explore trauma recovery. The Breman's Holocaust education team prides itself on its ability to partner with cultural institutions both locally and internationally to bring meaningful, educational experiences to its community.

Board chair, Lori Shapiro speaking on behalf of the board of directors states, "As a result of Rabbi Joe Prass's exemplary accomplishments as acting director of the Weinberg Center, we have determined that his exceptional qualifications make him the best choice for this position. The board wishes him 'Mazel Tov'."

"We are fortunate to have someone of Rabbi Joe Prass's caliber and experience step up to lead the Weinberg Center," said Leslie Gordon, executive director of the Breman Museum. "We are at a critical moment in history when we can envision a time when there will not be Holocaust survivors capable of giving first-hand testimony to future generations. We need leadership to successfully navigate the challenges and implement our strategy to continue the important work of educating Georgia students about the lessons of the Holocaust. Rabbi Prass is education-focused with deep leadership capabilities."

Rabbi Prass has been teaching about Judaism and the Holocaust for over 20 years in schools, colleges, synagogues, and summer camps. Prior to joining the Breman Museum Rabbi Prass served as a congregational rabbi in Houston, Wisconsin, and Atlanta. In addition to his work with the Breman, he currently serves as the part time Rabbi at Congregation Ner Tamid in Marietta, GA. Passionate about blending formal

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and informal education, Rabbi Prass seeks to inspire the next generation to create a deep connection to underlying ideas of the Holocaust and Judaism.

Rabbi Prass said, "I am honored and excited to lead The Weinberg Center. I believe our work matters and see it every day in the eyes of the students we impact. As the director I will seek to teach the history and lessons of the Holocaust while ensuring that a new generation is connected to the personal stories of our local survivors."

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**About the William Breman Jewish Heritage Museum**

The Breman Museum, a preeminent cultural center in the Southeast, connects people of all backgrounds in understanding and appreciation of Jewish history, culture and arts. Its midtown Atlanta location hosts a special, permanent Holocaust exhibition highlighting the resilience of local survivors, plus comprehensive archives on Southern Jewish History, the most extensive of their kind. The museum's galleries are a showcase for exclusive exhibitions and compelling displays. Known for its events, concerts, lectures, genealogy resources, educational workshops, and enlightening tours for visitors of all ages, the Breman Museum welcomes the public to view its galleries Sunday through Thursday 10 AM – 5 PM and Friday 10 AM - 4 PM.