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MEDIA RELEASE – MELBOURNE ERUV SMARTPHONE APP

This coming Shabbat marks the 19th anniversary of the current Melbourne Eruv. Melbourne Eruv is proud to have been supporting and assisting the community with its observance of Shabbat over these 19 years.

As well as operating and maintaining the eruv, Melbourne Eruv has a significant role to inform the community regarding the status of the eruv every week, and to alert the community to any issues that arise. Part of this role entails ensuring that eruv users have easy access to a map showing the eruv boundaries, to assist eruv users to plan their walking routes on Shabbat.

To date, we have communicated with eruv users through a website, with subscriptions to email and SMS notifications, as well as the hoisting of a green flag outside Mizrachi Shule to indicate that the eruv is kosher each week. Melbourne Eruv acknowledges and thanks the past and present managers of Emmanuel's List, SBA and others who re-transmit messages from Melbourne Eruv to their mailing lists, thereby reaching an even larger audience.

We are pleased to announce that from today the community has an additional means of staying in touch with Melbourne Eruv. We have launched the Melbourne Eruv smartphone app for Android and Apple iOS operating systems, which can be found in each app store simply by searching for 'Melbourne Eruv'.

Please download and install the app onto your compatible devices to stay in touch with Melbourne Eruv. The app provides weekly eruv status and alerts, and a map of the eruv boundaries which can be zoomed in to see more detail.

Of all our communication methods, the smartphone app will provide the Eruv Administrator with the most flexibility to advise eruv users of any issues as they arise, perhaps at short notice.

While the app is provided free of charge, community members are reminded of the need to pay the Council of Orthodox Synagogues of Victoria (COSV) levy on their shule bill, or to make a payment directly to COSV if they are not a seat holder at a shule that is affiliated to COSV. Only through this community levy can COSV continue to fund the ongoing operation and maintenance of Melbourne Eruv and other important communal institutions. Melbourne Eruv thanks COSV for its ongoing support.

Melbourne Eruv also thanks Mr Doodie Bankier of YY Digital who provided advice and developed the app, and Mr Gideon Rubin who designed the icon for the app which is being used as our logo in this Media Release.

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