



BOILER PLATE

The Kabbalah Centre International

The Kabbalah Centre is a non-profit organization that makes the principles of Kabbalah understandable and relevant to everyday life. Kabbalah Centre teachers provide students with spiritual tools based on kabbalistic principles that students can then apply as they see fit to improve their own lives and by doing so, make the world better. The Centre was founded by Rav Yehuda Ashlag in 1922 and now spans the globe with brick-and-mortar locations in more than 40 cities as well as an extensive online presence. To learn more, visit www.kabbalah.com.



OVERVIEW

There are many meanings of Kabbalah that have developed over time. Kabbalah means different things to different people. The Kabbalah Centre, a non-profit organization founded in 1922, supports the various interpretations of Kabbalah around the world.

The Kabbalah Centre teaches Kabbalah as a universal wisdom that predates the Bible or religion, and can be studied by anyone regardless of their faith or path. Presenting the wisdom from a lineage of great kabbalists, The Kabbalah Centre provides a course of study that describes the origin of Creation, the physical and spiritual laws of the universe, including human existence, and the journey of the soul.

MISSION

The Kabbalah Centre seeks to provide a platform to help students improve their lives. To accomplish this, The Kabbalah Centre teachers provide students with spiritual tools based on kabbalistic principles that students can then apply as they see fit to make better decisions that not only benefit themselves but at the same time help make the world better. The application of the tools is what can create the positive difference in each student's life journey.



WHAT WE TEACH

There are five core principles:

- **Sharing:** Sharing is the purpose of life and the only way to truly receive fulfillment. When individuals share, they connect to the force of energy that Kabbalah calls the Light—the Infinite Source of Goodness, the Divine Force, the Creator. By sharing, one can overcome ego—the force of negativity.
- **Awareness and Balance of the Ego:** The ego is a voice inside that directs people to be selfish, narrow-minded, limited, addicted, hurtful, irresponsible, negative, angry, and hateful. The ego is a main source of problems because it allows us to believe that others are separate from us. It is the opposite of sharing and humility. The ego also has a positive side, as it motivates one to take action. It is up to each individual to choose whether they act for themselves or whether to also act in the well-being of others. It is important to be aware of one's ego and to balance the positives and negatives.
- **Existence of Spiritual Laws:** There are spiritual laws in the universe that affect people's lives. One of these is the Law of Cause and Effect: What one puts out is what one gets back, or what we sow is what we reap.
- **We Are All One:** Every human being has within him- or herself a spark of the Creator that binds each and every person into one totality. This understanding informs us of the spiritual precept that every human being must be treated with dignity at all times, under any circumstances. Individually, everyone is responsible for war and poverty in all parts of the world and individuals can't enjoy true and lasting fulfillment as long as others are suffering.
- **Leaving Our Comfort Zone Can Create Miracles:** Becoming uncomfortable for the sake of helping others taps us into a spiritual dimension that ultimately brings Light and positivity to our lives.



HOW WE TEACH

Courses and Classes. On a daily basis, The Kabbalah Centre focuses on a variety of ways to help students learn the core kabbalistic principles. For example, The Centre develops courses, classes, online lectures, books, and audio products. Online courses and lectures are critical for students located around the world who want to study Kabbalah but don't have access to a Kabbalah Centre in their community.

Events. The Centre organizes and hosts a variety of weekly and monthly events where students can participate in lectures, meditation and share meals together. Some events are held through live streaming online. The Centre organizes spiritual retreats and tours to energy sites, which are places that have been closely touched by great kabbalists. For example, tours take place at locations where kabbalists may have studied or been buried, or where ancient texts like the *Zohar* were authored. International events provide students from all over the world with an opportunity to make connections to unique energy available at certain times of the year. At these events, students meet with other students, share experiences and build friendships.

Volunteering. In the spirit of Kabbalah's principles that emphasize sharing, The Centre provides a volunteer program so that students can participate in charitable initiatives, which includes sharing the wisdom of Kabbalah itself through a mentoring program. Every year, hundreds of student volunteers organize projects that benefit their communities such as feeding the homeless, cleaning beaches and visiting hospital patients.

One-on-One. The Kabbalah Centre seeks to ensure that each student is supported in his or her study. Teachers and mentors are part of the educational infrastructure that is available to students 24 hours a day, seven days a week.

Hundreds of teachers are available worldwide for students as well as a study program for their continued development. Study takes place in person, by phone, in study groups, through webinars, and even self-directed study in audio format or online.

Mentorship: The Centre's mentor program provides new students with a mentor to help them better understand the kabbalistic principles and teachings. The mentors are experienced Kabbalah students who are interested in supporting new students.

Publishing. Each year, The Centre translates and publishes some of the most challenging kabbalistic texts for advanced scholars including the *Zohar*, *Writings of the Ari*, and the *Ten Luminous Emanations with Commentary*. Drawing from these sources The Kabbalah Centre publishes books yearly in more than 30 languages that are tailored for both beginner- and intermediate-level students and distributed around the world.



Museum. The Centre gathers and preserves original kabbalistic texts and rare manuscripts that are housed in a Los Angeles museum. The texts are made available online for students and scholars to view.

Zohar Project: The *Zohar*, the primary text of kabbalistic wisdom, is a commentary on biblical and spiritual matters composed and compiled over 2000 years ago and is believed to be a source of Light. Kabbalists believe that when it is brought into areas of darkness and turmoil, the *Zohar* can create change and bring about improvement. The Kabbalah Centre's *Zohar* Project shares the *Zohar* in 95 countries by distributing free copies to organizations and individuals in recognition of their service to the community and to areas where there is danger. In the past year, over 50,000 copies of the *Zohar* were donated to hospitals, embassies, places of worship, universities, not-for-profit organizations, emergency services, war zones, natural disaster locations, soldiers, pilots, government officials, medical professionals, humanitarian aid workers, and more.



FAQ

What is Kabbalah?

Kabbalah means many different things to many different people.

The Kabbalah Centre teaches Kabbalah as a universal wisdom that predates the Bible or religion, and can be studied by anyone regardless of their faith or path. Presenting the wisdom from a lineage of kabbalists, The Kabbalah Centre provides a course of study that describes the origin of Creation, the physical and spiritual laws of the universe, including human existence, and the journey of the soul.

On a literal level, the word *kabbalah* means “receiving.” It’s the study of how to receive true fulfillment in life.

What is it that The Kabbalah Centre teaches?

The Kabbalah Centre addresses spiritual questions such as what is the purpose of life? Why was the world created? Is life random? The study of Kabbalah covers Creation, the spiritual rules of the universe, and the journey of the soul.

There are five core principles:

Sharing: Sharing is the purpose of life and the only way to truly receive fulfillment. When individuals share, they connect to the force of energy that Kabbalah calls the Light—the Infinite Source of Goodness, the Divine Force, the Creator. By sharing, one can overcome ego—the force of negativity.

Awareness and Balance of the Ego: The ego is a voice inside that directs people to be selfish, narrow-minded, limited, addicted, hurtful, irresponsible, negative, angry, and hateful. The ego is a main source of problems because it allows one to believe that others are separate from them. It is the opposite of sharing and humility. The ego also has a positive side, as it motivates one to take action. It is up to each individual to choose whether they act for themselves or whether to also act in the well-being of others. It is important to be aware of one’s ego and to balance the positives and negatives.

Existence of Spiritual Laws: There are spiritual laws in the universe that affect people’s lives. One of these is the law of cause and effect: What one puts out is what one get back, or what we sow is what we reap.



We Are All One: Every human being has within him- or herself a spark of the Creator that binds each and every person into one totality. This understanding informs us of the spiritual precept that every human being must be treated with dignity at all times, under any circumstances. Individually, everyone is responsible for war and poverty in all parts of the world and individuals can't enjoy true and lasting fulfillment as long as others are suffering.

Leaving Our Comfort Zone Can Create Miracles: Becoming uncomfortable for the sake of helping others taps us into a spiritual dimension that ultimately brings Light and positivity to our lives.

How did Kabbalah start?

Over time, many meanings of Kabbalah have developed, and Kabbalah means different things to different people.

All of the teachings of The Kabbalah Centre are based on the ancient texts of Kabbalah such as, the *Zohar*. The inner understanding of these foundational texts has been passed down directly from teacher to student over the course of 4000 years.

In 1922, The Kabbalah Centre was founded by Rav Yehuda Ashlag, who completed the first translation of the *Zohar* from the ancient language of Aramaic into modern day Hebrew. When Rav Ashlag—who felt that the study of Kabbalah would remove negativity from the world—passed away, his closest student Rav Brandwein, continued teaching Kabbalah. Rav Brandwein studied with Rav Berg for years and the two became very close. Upon Rav Brandwein's passing, the leadership of The Kabbalah Centre was handed to Rav Berg.

What is a typical Kabbalah student's experience?

Every student has their own experience. We provide students with the basic principles and it is up to each student as to how they incorporate Kabbalah into their own lives. Some people simply want a daily inspirational message. Some want to dig deeper into the principles, which is where classes, courses, one on one instruction, and events come in. There are also daily meditations. It is entirely a personal decision.

Is The Kabbalah Centre the authority on Kabbalah?

There are many meanings of Kabbalah that have developed over time. Kabbalah means different things to different people. The Kabbalah Centre supports the various interpretations of Kabbalah around the world.



The Kabbalah Centre teaches Kabbalah as a universal wisdom that predates the Bible or religion, and can be studied by anyone regardless of their faith or path. Presenting the wisdom from a lineage of great kabbalists, The Kabbalah Centre provides a course of study that describes the origin of Creation, the physical and spiritual laws of the universe, including human existence, and the journey of the soul.

Is The Kabbalah Centre a Jewish organization?

The Kabbalah Centre teaches universal principles that apply to all peoples of all faiths and all religions, regardless of ethnicity or where they come from. The Kabbalah Centre doesn't force people to think in a particular way. Instead The Kabbalah Centre shares spiritual information with students and lets them apply it to their lives with the hopes of improving it.

As for the kabbalists of the past, many were Jewish, but there were also Christian kabbalists. Today, more than 70% of Kabbalah Centre students are not Jewish.

What does The Centre do with donations?

Donations are used in the research and development of new methods to make Kabbalah accessible and understandable. The Centre accomplishes this in many ways: The translation and publishing of kabbalistic texts; development of courses, classes, online lectures, books, and audio products; one-on-one instruction; and volunteer programs that allow students to participate in charitable initiatives.

Does practicing Kabbalah guarantee a better life?

The Kabbalah Centre shares spiritual information with students and lets them apply it to their lives with the hopes of improving it. The application of the tools is what can create the positive difference in each student's life journey.

What is the biggest strength of what the The Kabbalah Centre teaches?

The Kabbalah Centre teaches people that everyone is powerful, life is not random and that there is a spiritual system. The biggest strength of Kabbalah, as it is taught at The Centre, is providing people with spiritual tools that can help them make decisions that will hopefully improve their lives, and the world around them.



RAV BERG

Spiritual Director, The Kabbalah Centre



Rav Berg was born in New York City to a family of spiritual scholars and teachers. After many years of traditional religious study, he was ordained as a rabbi at Torah VaDaat. A businessman who wanted to make a difference in this world, he was always searching for his true path. Upon a chance meeting with Rav Yehuda Brandwein, one of the greatest kabbalists of the 20th century, Rav Berg knew he had found his teacher, and traded in his business life for an opportunity to study with Rav Brandwein at The Kabbalah Centre in Israel. After he returned to New York, Rav Berg maintained a written correspondence with Rav Brandwein who passed on his legacy as director of The Kabbalah Centre to Rav Berg in a letter before he passed away.

Upon receiving the responsibility from his teacher, Rav Berg made it his life's mission to preserve, unveil and make relevant the historic Kabbalah texts. He continued the legacy of The Kabbalah Centre by editing, writing, printing and distributing all that he learned from his teacher so that it could be shared with others.

Rav Berg democratized the study of Kabbalah by creating a foundational stepped program to teach all its core concepts and help students formulate a greater cognitive awareness of the spiritual system of the universe. His book, *Kabbalah for the Layman*, was the revolutionary step that made Kabbalah accessible to every person. Rav Berg's other books include *The Kabbalah Connection*, *Energy of the Hebrew Letters*, *Immortality*, *The Kabbalah Method*, *The Power of One*, *Wheels of a Soul*, *Taming Chaos*, and *Education of a Kabbalist*. He and his wife, Karen Berg, opened the doors of The Kabbalah Centre to all who desire to learn these universal principles. They live in Los Angeles, California, and along with their sons, Yehuda and Michael, continue to guide Kabbalah Centre International.



KAREN BERG

Spiritual Director, The Kabbalah Centre



Over four decades ago, Karen and her husband, Rav Berg, set out to make Kabbalah understandable and relevant to people's everyday life. Their goal was to provide people with spiritual tools based on kabbalistic principles that could be applied to improve lives and by doing so, make the world better. Under the leadership of Karen Berg, The Kabbalah Centre has grown from a single location into one of the world's leading sources of spiritual wisdom with more than 40 Centres around the globe. The organization has provided tens of thousands of students with books, online courses, workshops, retreats, and lectures.

One of Karen's greatest passions lies in bringing peace to the world by increasing awareness of people's similarities rather than their differences. In that spirit, she launched Kids Creating Peace, one of The Kabbalah Centre initiatives, which works directly with children in war-torn areas of the world, with its focus currently being primarily between Palestinian and Israeli children.

Karen travels extensively to communicate her message of peace—from Moscow to Mexico City, London to Caracas—she is constantly looking to help diverse groups work together. She has spoken at Mastering the Ultimate Challenges in London and Poland with Donna Karan; the 2009 Women's Conference presented by Maria Shriver; The Power of Peace Conference in London with Dr. Jehan Sedat; and she led more than 1200 students of all faiths from The Kabbalah Centre on a march of peace with the Governor of Nablus, Palestine, at the square that was once the location that sparked acts of hatred and war.

Karen is the author of *God Wears Lipstick* and *Simple Light* and will launch *To Be Continued... Reincarnation and the Purpose of Our Lives* this fall 2012.



YEHUDA BERG

Co-Director, The Kabbalah Centre



Yehuda Berg, son of Rav and Karen Berg, is part of a long lineage of kabbalistic masters. As Co-Director of The Kabbalah Centre, Yehuda oversees Kabbalah Publishing; manages the production of kabbalistic tools such as scrolls and prayer books; researches and sources historic energy sites; and manages the details of international tours to these spiritual locations.

Yehuda, a bestselling author in the field of spirituality, has written more than 30 books on topics ranging from self-empowerment and depression, to relationships and the Bible. Two of his bestselling books, *The Power of Kabbalah* and *The 72 Names of God*, have been translated into 20 and 14 languages respectively, and he also created a transformational 23-day audio package, *The Living Kabbalah System*. In 2009 the GQ Magazine Gentleman's Fund honored him for being an Agent of Change in the field of education. Yehuda lectures internationally, delivering deep and complex kabbalistic concepts in a simplified way that is applicable to daily life. His daily emails and Facebook insights, known as "tune ups," are read by over 250,000 fans daily.

Yehuda Berg lives in Los Angeles with his wife and five children.



MICHAEL BERG

Co-Director, The Kabbalah Centre



Michael Berg is the Co-Director of The Kabbalah Centre and Kabbalah University, as well as an author, scholar and teacher. He is the editor and translator of the first-ever unabridged contemporary English translation of the 23 volume *Zohar*, the ancient Aramaic text that is at the very core of kabbalistic thought. Having been born into a kabbalistic tradition as the son of the Rav and Karen Berg, Michael steeped himself in the wisdom of the *Zohar* at a young age, beginning its translation when he was only 18 years old and completing it ten years later.

Adept at combing through ancient materials and distilling complex information into elegant thought and language, Michael continues the tradition started by Rav Berg, of condensing and simplifying the profound wisdom of Kabbalah. As a best-selling author he has developed a worldwide following with such books as *Becoming Like God*, *Well of Life*, *The Secret*, and *The Way*, and delivers weekly insights that are read by over 100,000 people each month. His most recent work includes the translation and editing of the central texts in the study of Kabbalah, *The Ladder* and *Ten Luminous Emanations* by Rav Ashlag, the founder of The Kabbalah Centre.

Michael currently lives in Los Angeles with his wife and three children, and lectures all around the world.



ABOUT THE KABBALAH CENTRE

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