



JERUSALEM

COMPASS

Needle always points to Holy City as reminder to Jews and Christians to "Pray for the Peace of Jerusalem!"

With what Moshe Abraham believes to be a God ordained question in his heart, "What implement do we have today that enables us to determine direction?" The answer was forth coming. "A compass." "And what does a compass do," the questioning continued. "It points always in the direction of North," came the obvious answer. This was a law of physics not to be broken. Yet for Moshe, pointing North was a very significant limitation. "Who is interested in knowing the direction of North," Moshe asked himself. "How many people travel to the North Pole!"


A compass, being a navigational instrument, needs to point in a significant direction. It became crystal clear to Moshe as to which direction we were concerned...Jerusalem! Being the most important and holiest place on earth, it would make sense that this is the direction that the compass must point.

And so was conceived the Jerusalem Compass. Appearing to defy the laws of nature, the Jerusalem Compass points straight to the holy city, reminding all who carry it to pray for the peace of Jerusalem.

Beautifully crafted the Jerusalem Compass is made of solid brass and finished in bright precious genuine gold. Similar to a fine Swiss timepiece or fine jewelry, this heirloom quality piece will last from generation to generation. The thick gold lid is deeply embossed in the center with a Jewish Star of David and the Words Jerusalem in Hebrew and English. The outer edges are encircled with a delicate floral design of Pomegranates found on many ancient carvings in Jerusalem around the First Temple Period.

Instill in your family a love for Israel; teach them the significance and importance of Israel and keeping her in prayer. The Jerusalem Compass makes an unforgettable gift, and is a great conversational piece, giving you the opportunity to share your love for Israel and your faith.

The Jerusalem of Gold Compass comes complete and is packaged in an elegant jewelry presentation box which is form fitted and will protect your compass when not in use.



The compass is slightly over 1 3/8 inches (38 mm) in diameter, which is the diameter of a standard pocket watch, and measures 3/4 inch (21 mm) thick, and weighs 81 grams.

"My children are amazing their friends, and testing them to see if they know in which direction Jerusalem is." – Mr. Larry Fuhrer

Fulfill the verse, "If I forget you, O Jerusalem, May my right arm wither away! May my tongue stick to the roof of my mouth if I fail to remember you..." (Psalm 137:5)

Anywhere in the world...The Jerusalem Compass will point you in the right direction!

To find out more information go to www.jerusalemcompass.com

I will make you into a great nation and I will bless you; I will make your name great, and you will be a blessing. I will bless those who bless you, and whoever curses you I will curse; and all peoples on earth will be blessed through you."

(Genesis 12:2-3)

Unique Ministry Fundraising Opportunity

PRESS RELEASE

Jerusalem Compass- Pointing The Way Home For Both Jews And Christians

Los Angeles—April 27, 2007-- Appearing to defy the very laws of nature is the Jerusalem Compass. At the center of Judaism and Christianity, all eyes look toward Jerusalem as a significant part of their faith. Jews and Christians can now be reminded to pray for the peace of Jerusalem thanks to a remarkable heirloom called the Jerusalem Compass. No matter where in the world it stands it will always point toward the Holy City, Jerusalem.

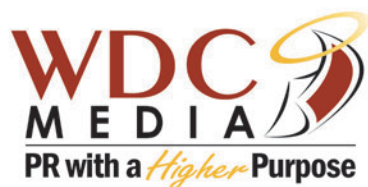
Moshe Abraham, an Israeli Orthodox Jew who attended rabbinical school, holds a degree from American University, developed the Jerusalem Compass as a way of reminding believers about the significance of Jerusalem. Abraham believes he received divine inspiration to develop what he calls the Jerusalem Compass.

"I started thinking to myself, wouldn't it be wonderful if the compass could point in a direction that had more meaning to all of us? A direction that was more important. Where would that be? So here we are in the holiest city in the world, the center of the universe, and all roads lead to Jerusalem. Let the compass point here," Abraham explained. "The Bible says many things about Jerusalem, especially in Psalm 122:6 where it says 'Pray for the peace of Jerusalem: they shall prosper that love you.' This is a prayer that comes with a blessing and the Jerusalem Compass will not only remind people to pray, but give them the accurate direction to face while they are praying."

The Jerusalem Compass is made of solid brass and finished in bright precious genuine gold. It is pocket watch in size, and is suitable as a paperweight on a desk. The thick gold lid is deeply embossed in the center with a Jewish Star of David and the Words Jerusalem in Hebrew and English. The outer edges are encircled with a delicate floral design of Pomegranates found on many ancient carvings in Jerusalem around the First Temple Period.

Abraham invented a patented recalibration system that keeps the needle of the compass constantly pointing toward Jerusalem from anywhere in the world. He hopes the Jerusalem compass will be a visual reminder of what the Bible says about Jerusalem. As it says on the box, "Just open the cover and find your way home."

If you'd like to know more about the Jerusalem Compass, you can visit <http://www.jerusalemcompass.com>.



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