BRINGING PJ LIBRARY TO THE WORLD

Patrick Coyle, Rachel Kozupsky, Madelyn Travis and Karin Zingerevitz

Description: PJ Library sends more than 670,000 monthly Jewish storybooks to families in 36 countries and in 7 languages. These stories became essential during the pandemic and PJ Library welcomed 15 new countries to the program since 2020. With international growth comes questions that are of great interest to educators, librarians and children’s book experts. How do we ensure the books suit a variety of different cultures, languages and denominations? How can diversity be maintained within translation and content requirements? Join international PJ Library staff to get an inside look at how their teams try and tackle these questions as they discuss book selection, Jewish culture and identity and the different communities that constitute their global family.

Patrick Coyle is the Author and Illustrator Stewardship Coordinator at PJ Library, where he helps facilitate unique initiatives for authors and other creators. He is also an artist, originally from the UK, and now lives in New York with his wife and two young children. Patrick especially enjoys running “PJ Library focus groups” with his kids and learning something new every time.

Rachel Kozupsky is the Director of International Programs at the Harold Grinspoon Foundation, where she oversees PJ Library’s 35 (and counting) international programs. Prior to PJ Library, Rachel worked in Middle East foreign policy and global government affairs. Rachel has a master’s degree in global affairs with a concentration in the private sector from NYU and received her bachelor’s degree from Northeastern University. She has lived in Israel, Panama and South Africa. She currently resides in Westchester, NY with her husband, 2 little ones and a dog!

Madelyn Travis is chair of the Content Advisory committee for PJ Library in the UK and a member of the PJ Our Way Book Selection Committee. She has a PhD in literature and is the author of Jews and Jewishness in British Children’s Literature (Routledge, 2013). Madelyn has written for the Horn Book Magazine, the Jewish Chronicle, Jewish Quarterly, Books for Keeps, and the Ultimate Book Guides series. She was editor of the children’s books website for the British charity Booktrust, where she interviewed dozens of authors and illustrators, was on the steering group for a national picture books campaign and led a national research project into school library provision. Originally from New York, Madelyn lives in London with her husband and son.

Karin Zingerevitz is Latin America’s PJ Library regional director. In 2020, mid-pandemic, she launched the program in Brazil and has held her current position since 2021. For five years she was the World Union for Reform Judaism’s director in Latin America where she coordinated the translation of the Chumash Plaut into Portuguese. After receiving her master’s degrees in public administration from USC and non-profit Jewish management from HUC-JIR, she worked with the continuing education program for rabbis at Hebrew College in Boston. She is a proud participant of the Tzofim in Brazil, several tnuot, and is a soferet and ketubah designer. Most importantly, she is the mother of two amazing and challenging teens and lives in São Paulo, Brazil.