

Local Businesses Encourage Patrons to “Shop for Sharsheret”

Throughout October, Noah’s Ark restaurant and deli and Shelly’s Vegetarian Café, both on Cedar Lane in Teaneck, are participating in the “Shop for Sharsheret” program. The restaurants, owned by Shelly and Noam Sokolow of Englewood, are donating a portion of the proceeds from their take-out sales to Sharsheret, a Teaneck-based national non-profit organization of cancer survivors dedicated to addressing the unique challenges facing young Jewish women living with breast cancer.

The Sokolows are not Sharsheret’s only partners on Cedar Lane. Just a few stores down from Noah’s Ark, Designs by Flora, which boasts one of the largest selections of fine European hair wigs, is also a Sharsheret partner and sponsor.

The three businesses are eager not only to donate financially to the organization, but also to raise awareness about its services.

Positive Response

According to the Sokolows, response to the initiative by Noah’s Ark and Shelly’s has been “extremely positive.”

“Our customers are supporting this program by taking out lunch and dinners and taking out platters for break-the-fast

after Yom Kippur, especially our famous smoked fish platter,” said Mrs. Sokolow, whose vegetarian café is located at 482 Cedar Lane.

Across the street, her husband agreed. “We are encouraging customers to support Sharsheret’s efforts on behalf of women facing breast cancer by placing orders to take out our delicious foods,” said Mr. Sokolow.

Noah’s Ark is located at 493 Cedar Lane.

Working with Cancer

In addition to its work with new Orthodox brides and married observant-Jewish women who cover their hair for religious reasons, Designs by Flora has long been involved with women who have suffered from hair loss as a result of treatments for cancer.

Designs by Flora suggests all women facing cancer consult with their doctors to determine if chemotherapy will be necessary and if it will result in hair loss. It generally takes between one and four weeks between the initiation of treatment and the time that hair loss becomes noticeable.

Designs by Flora specializes in matching hair colors and styles. With hundreds of wigs in stock, many are available for same-day pick-up.

Custom designs can be made up quickly.

During hair-loss progression, women may need several visits for adjustments and trimmings, which are all complementary.

A portion of Designs by Flora’s profits benefit Sharsheret’s programs and services.

Designs by Flora is located at 437 Cedar Lane.

Thousands of Calls

Hebrew for “chain,” Sharsheret was founded in 2001 by attorney Rochelle Shoretz who, after her own diagnosis at the age of 28, recognized the need for a breast cancer organization to provide culturally sensitive support for young Jewish women who have contracted the disease.

Since its founding, Sharsheret has responded to thousands of phone calls from

health-care professionals, Jewish organizations, women’s organizations, women affected by breast cancer, as well as their families and friends.

Its services include the Link Program, a peer support network connecting women either newly diagnosed or at high risk of developing breast cancer with others who share similar diagnoses and experiences.

It sponsors education and outreach programs, health-care symposia, quality-of-life programs, and family and caregivers’ resource materials and support.

Noah’s Ark can be reached at 201-833-4060; Shelley’s at 201-692-0001; and Designs by Flora at 201-833-4060.

Sharsheret can be reached at 866-474-2774. Its website is www.sharsheret.org. S.L.R.

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