I was recently listening to Reb Nehemia teaching a class, and he mentioned

the COVID 19 (on everyone's mind always!) and "*Social Distancing*". At that

time he said "It should be '*P**hysical Distancing and Social Bonding*'...

I mentioned that to my sister, and she said "Efraim, that's great! You should

get that all over the internet!"

I agree with her, and I think we also need to create a community – a

physically distant, but social bonding community. And my next thought is

if we are building a community, we should make sure we are helping

disadvantaged people – in this case COVID 19 victims, the victims of   
the virus, and the victims of the difficult social situation we are in.

With that in mind, I started designing Shirts with the phrase “*Physical*

*Distancing and Social Bonding*'” on the front, and "COVID 19" on the

back. Then I went on to build a website – to build a community and

to sell the shirts.

If you have any stories about "Physical Distancing and Social Bonding",

that you would share - I would so appreciate it! If you have any thoughts

on 'spreading the word' - I would so appreciate it!

My thought is that the stories create community. As people hear/read the

stories, they join the community. As more people join the community,

more people will be bonding with people who may otherwise not have

community.

I would like to ask you for three things:

1) Go to my website, read it, and give me feedback and ideas for stories and writing.

2) Pass this email on to your friends, and

3) Purchase something from the website, and give me feedback on usability.   
  
If you don’t want to purchase anything, I would still ask you to go to

the website and pretend like you do. There is no financial request until

the end. You can just close the page and it all goes away. The truth is,

I need people to tell me if they understand how to navigate the page! I think

it is clear – but then – I designed it!

Read the text and let me know if you think it is appropriate.

And please…. Let me know what you think!

The website is:

[https://namethatthing.site/](https://namethatthing.site/PDSocialBonding.html)

Thanks so much for your response!

Best of the best,

Efraim Krug