

ALLEY SHEER

Music





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Aley Sheer is a Jewish interfaith musician/ educator... a songwriter, singer, recording artist, video producer, youth worker and Holocaust educator. Aley was originally inspired to pick up the guitar by his friend and mentor, Rabbi Shlomo Carlebach (z"l). Aley's three legendary 1980's albums of integrally- Jewish Electric Rock 'n Roll music and his ground- breaking music videos, qualifies him as the originator of American Jewish rock music.

His most recent video, "In the Bible" (a cartoon video co-produced with URJ and Bimbam.com) features a song that is a synopsis of the first five books of the Hebrew and Christian Bibles... with a revolutionary way to teach it! His new album, "Shema" has been called "one of the best Jewish albums of this century" and has garnered critical acclaim.

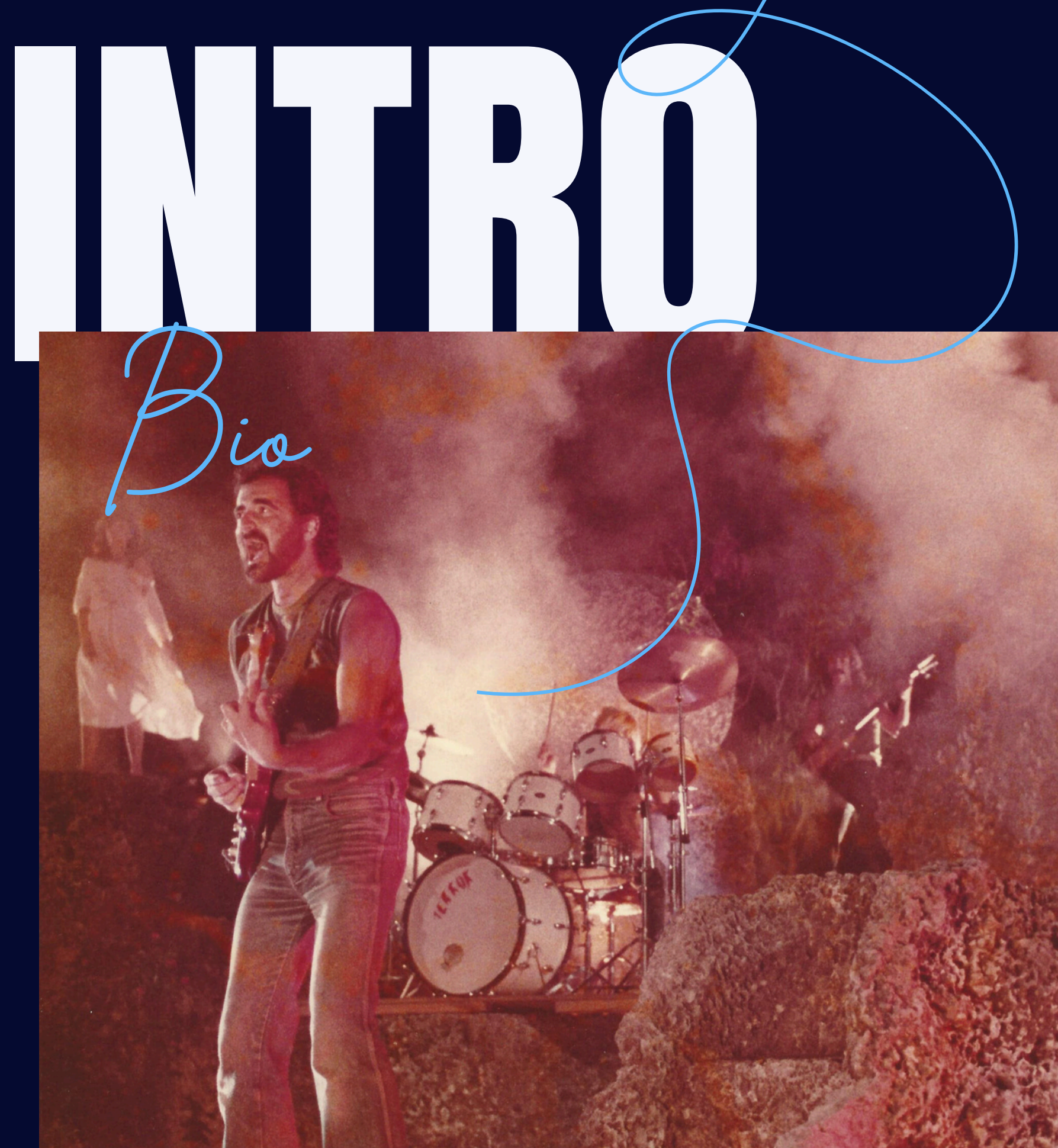
Aley is the President of the "**ANAM Initiative**", a 501(c)3 organization dedicated to promoting the ANAM Acronym ("The Ultimate Bible Hack!") to all Christians and Jews. He is also the President/ CEO of "**In Humanity's Footsteps**", a 501(c)3 organization dedicated to Holocaust education and Poland trips for high school students of all backgrounds.

Aley is also the Founding Director (Emeritus) of **Camp Fiesta**. For nearly 40 years, Camp Fiesta has been South Florida's all-free summer camp for children with cancer.

At the top of his long Presentations List is "**Lesson One**" the most important, informative class in the history of Jewish education! This entertaining, fundamental session provides participants with an instant foundation in Judaism, Torah and God... with a revolutionary way to remember and share it. The Lesson One lesson plan is publicly available to be taught by Clergy, educators. parent and youth leaders.

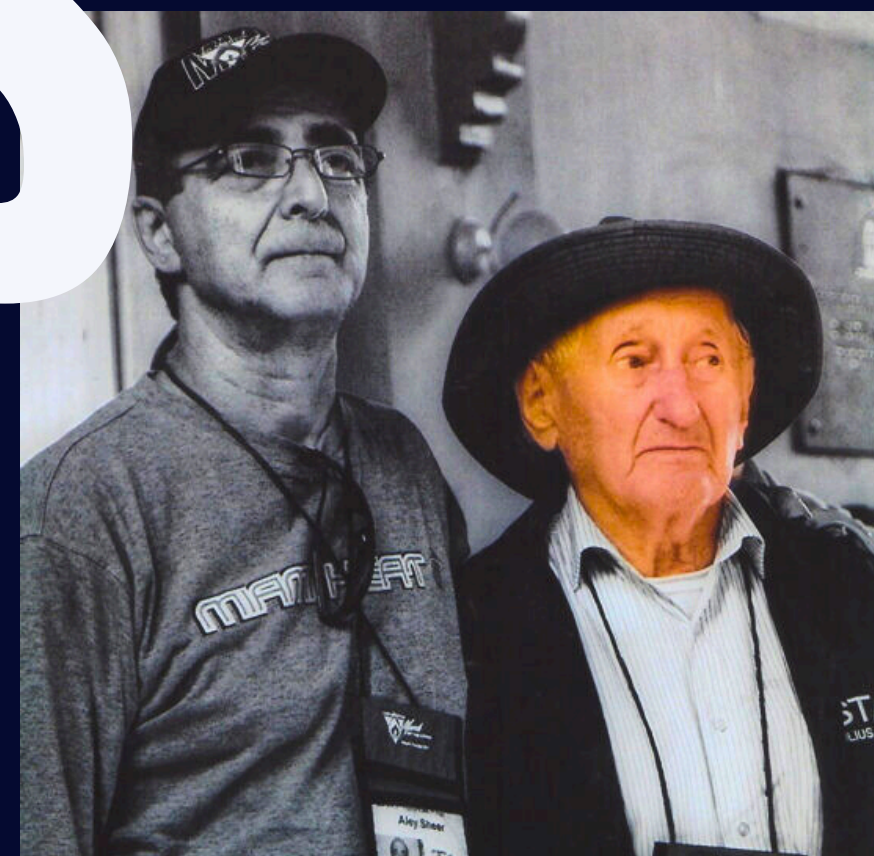
Over the years, Aley has toured to over 150 communities across the U.S. and Canada with his Electric Judaism performances. His 1980's/90's concerts and videos featured the original compositions from his albums of Jewish Rock & Roll. He broke new ground again with his 2007 hip-hop album... and some very creative parody tunes... including his 2009 video "**Kosherface**" (a Lady Gaga parody) which has over 600,00 views on YouTube.

His live performances and presentations can range from performing his new songs (mostly at Worship Services) to entertaining class sessions that feature a mix of music, lunatic characterizations, unique activities, spiritual experiences, music videos and cable tv recordings from his Techno-Torah Video Library... over 6,500 listings (1985-2005) cross- referenced under 29 different topics!





PHOTOS





VIDEOS

See all of Aley's videos on  YouTube



DISCO GRAPHY



+50,000 ALBUMS SOLD



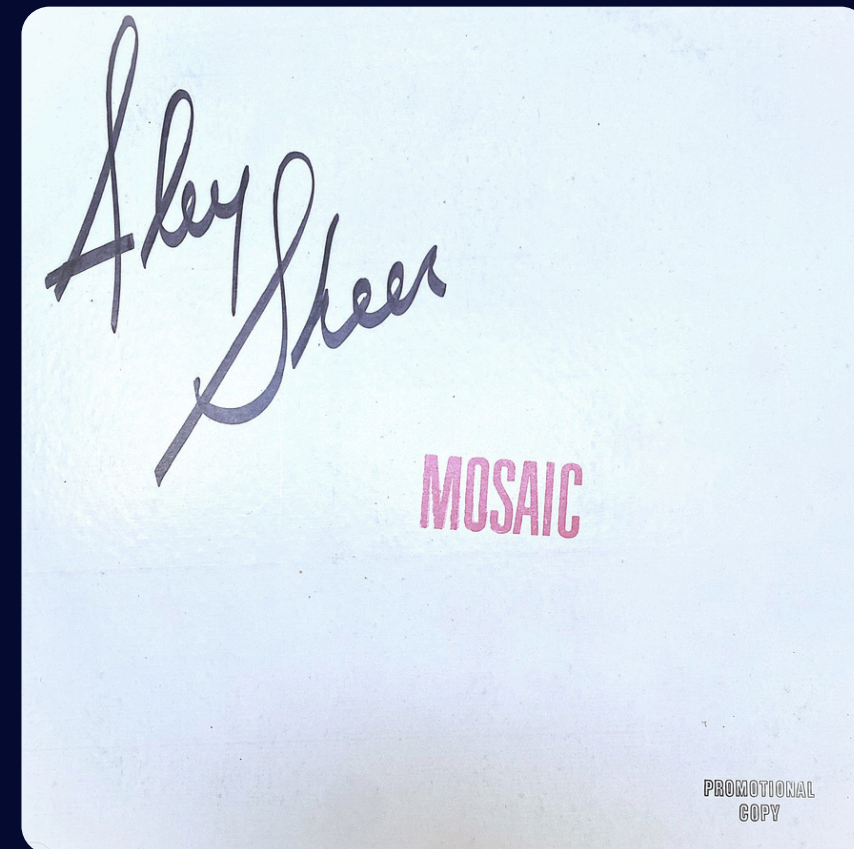
+150 CITIES TOURED



OVER 700,000 YT VIEWS



47 SONGS ON SPOTIFY



PRESS Coverage

2019

Miami Herald

Holocaust educator Aley Sheer leads a five-day program takes NBA Allstar Ray Allen, Judge Marilyn Milian (The People's Court), their families and non-Jewish High School students to concentration camps in Poland... learning to combat hatred, and racism through direct historical experience with survivors.



1992

Miami Herald covers powerful rally at Miami Beach's Holocaust Memorial. Aley Sheer helps organize a rally drawing over 150 Jews including Holocaust survivors to the Holocaust Memorial. They drew parallels between Serbian 'ethnic cleansing' and Nazi atrocities. "We hear the echoes of our ancestors and the call of their legacy" said a Holocaust Survivor.



2006

Feature article by Justin Lubor highlighting Aley Sheer's innovative collection of Jewish hip-hop and rock music for teens of all ages, exploring Jewish issues and themes through an innovative curriculum that uses rap and rock videos.



The Miami Herald Living Today

Friday, October 2, 1987

The Miami Herald Section B

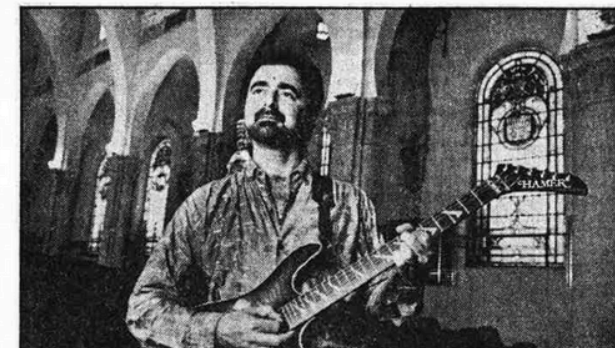
'Jewish rock' a bridge to youth

By ADON TAFT
Herald Religion Writer

Aley Sheer finds harmony in the most unlikely places. Stalled in traffic on Interstate 95, he'll reach for the microphone to his tape recorder and begin to hum a tune based on the blaring horns around him. Or, he'll recite some descriptive verse about the clamor of life.

Later, reading a newspaper at home, Sheer, guitar in hand and recorder whirling, will translate a story into a song of sorrow or a tale of triumph. In whichever case, the result will be "Jewish rock."

"I try to get kids to see religion wherever they are, watching TV, a movie, whatever," says Sheer, youth director at Temple Emanu-El in Miami Beach.



1987

Jewish rock pioneer Aley Sheer created the first "Jewish rock" song in 1981, using music to make religion accessible to youth wherever they are. He continues using rock to address real-world struggles, proving faith-based music can tackle serious questions and spiritual topics.

Educational INITIATIVES



▶▶ THE ANAM INITIATIVE

The ANAM Initiative seeks to encourage religious identity and inter-faith brotherhood by teaching one simple Biblical lesson to every Christian and Jewish person... by promoting the ANAM Acronym as a way of providing an instant foundation for remembering the order of Biblical stories.

The acronym ANAM [which stands for Adam, Noah, Abraham, Moses] is an outline for the sequence of events in the first 5 books of the Bible/Torah (they are the same thing!). Adam opens, Moses closes.

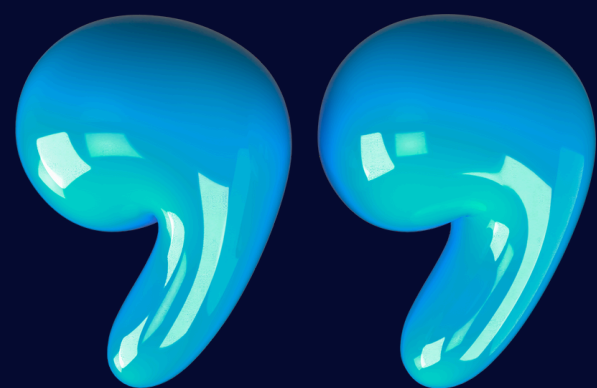
The Lesson: We learn in the Book of Numbers that there were 10 generations from Adam to Noah and 10 generations from Noah to Abraham. There were 650 years from Abraham to Moses. We are calling 65 years a “generation”, which gives us another 10 generations.

▶▶ LESSON 1

Welcome to Lesson 1, the most important, enjoyable class in the history of Jewish education... available FOR FREE! Initially intended for teens, Lesson 1 is appropriate for all ages, from Grade 3 to adult education... and especially for Conversion Classes.

The curriculum is based on two fantastic music videos: “In the Bible” (one song with the whole Torah in it AND a bimbam cartoon!) and a fingerstyle rendition of Matisyahu’s hit song “One Day”... plus the amazing “Toragami” Torah Dollar. Other programs include: the incredible “Trial of G-d”, “Open Space Technology” and more. In one class session, students gain some “instant mastery” of Judaism and the Torah... a foundation that helps set the stage for lifelong Jewish learning.

WHAT THEY SAY



**SAM
GLASER** Jewish Music Legend

“Great new Jewish music from the uber-talented Aley Sheer! Yasher Koach! Great videos!! May they get our people singing and connected!”



**CANTOR
JEFF KLEPPER**

Jewish Music Icon

“Your voice sounds spectacular, the guitar too, and the songs are sweet and prayerful. The years have hardly diminished your talent — quite the opposite! You sound great, and your style has obviously matured since the rock LPs you did years ago! The song about Debbie is especially moving...”



**CANTOR
ROSALIE WILL**

Jewish
Song Leader Extraordinaire

I listened to your music; well done! The production is strong and your guitar playing impressive and vocals great. Lovely feeling and message in these pieces, you clearly have things to say and say them with strength and skill! Kol hakavod... I encourage you to keep creating and sending your message and work out into the world!”



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SOCIAL MEDIA



Profiles





T-shirts

Accessories



ANAM Merch



EXCLUSIVE MERCH

ALEY SHEER

Music

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