

March 31, 2020

## For Many First-Timers it's Back to Basics this Passover



Lakewood NJ...Rifky has been married for 11 years and has 5 children ranging in age from 1 to 10 years old. For the first time in her married life, she will be making Passover this year, meaning she will be cleaning the house, cooking and preparing meals for the holiday, but first she is buying a set of pots and utensils. In the past she simply moved into her parents and split the meals with her husband's parents. Now quarantined, both sets of parents are careful to be isolated, putting Rifky in an unprecedented position of fending for herself. For the first time young people like Rifky are shopping for products for Passover. Many of Rifky's friends used to join their parents at one of the many resorts hosting Passover programs but for the most part, that entire industry has been shut down.

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