

The goal of Torah Ohr's mission is to provide believers true power of choice; to lay before them a Torah and Hebrew roots-based choice in the ways of *emunah* (faith). A choice alternative to the world's way and influence that it plotted; a true choice the world succeeded to conceal from believers (the Christians) through fear and intimidation...lest they lose their salvation.

But our path is a path of love, without social pressure or intimidation. The truth frees. Our path is a movement towards our inner souls and towards the soul of the Torah which is our life. This is a drawing close to the Land of Israel of the upper realms, towards the root of Israel, the root by which the entire House of Judah is nourished, from when they stood at Mount Sinai until this present day.

A free man is not just a person who serves God because God chose him, but a man who chooses and serves the true God. **Belief in Our Heavenly Father, belief in the One and Only God**, and there is no other besides Him, makes the separation between truth and falsehood. This is the foundation of foundations of "**Melech Ha'Birurim**," the task of separating that man was created for.

To illustrate the point with a parable of Rabbi Nachman from Breslev, our task is to differentiate between the King's son who is really the Maid's son, and the Maid's son who is the actual King's son. Two children, the son of the Queen and the son of the Maid, were switched at birth. This switch caused the world to be fooled by the lie, and the Maid's son was unconsciously crowned as king, while the actual King's son, who represents truth, is banished to exile. And the true King's son who lives as a supposed Maid's son—it is he we are requesting to redeem.