

## **iShikse: Gentile with style - iShik App**

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Individual developer, Snezana Skundric announces iShikse, an easy to use reminder of the most important Jewish holidays & customs. The app offers you tips on how to address important Jewish occasions, & is built as an introduction to any non-Jews joining or entering secular Jewish Israeli or secular Jewish American families. If you want to avoid importing the entire Jewish calendar onto your device, this is an app for you. You can always choose to add more holidays that are important to you.

Belgrade, Serbia - Individual developer, Snezana Skundric, is pleased to introduce iShik (originally known as iShikse). The app is an easy-to-use reminder of the most important Jewish holidays and customs. Now all non-Jewish people (Shiksas/Sheygetz) can have a simple holiday reminder without having to import the whole Jewish calendar onto their devices.

The app also offers tips on how to address important Jewish occasions, and is built as an introduction to any non-Jews joining or entering secular Jewish Israeli or secular Jewish American families, friendships or partnerships. It explains 8 mayor Jewish holidays in short and gives funny tips on how to behave in each one of them with possibility to add all other Jewish holidays if they prefer. Every holiday also allows adding contacts to remind you to whom you should send a greeting.

One of the main ideas behind this app is the attempt to re-signify the existing term Shiksa, which is often used in a derogatory manner. Here the term Shikse (Shikse - from Yiddish root of language) stands for women or men who are proudly in relationships of any kind with Jewish people, and provides them with an additional tool for improving their "shikseness" - an app for becoming "proper" Shiksas and Sheygets as it suits modern times: Gentile with style.

### Device Requirements:

- \* iPhone, iPad, and iPod touch
- \* Requires iOS 5.1.1 or later
- \* 2.4 MB

### Pricing and Availability:

iShik 1.0 is only \$0.99 USD (or equivalent amount in other currencies) and available worldwide exclusively through the App Store in the Productivity category.

### iShik 1.0:

<http://www.ishikse.com>

### Purchase and Download:

<https://itunes.apple.com/app/ishik/id859111822?mt=8>

### Screenshot:

[http://www.ishikse.com/images/headers/header\\_screen\\_1.jpg](http://www.ishikse.com/images/headers/header_screen_1.jpg)

### App Icon:

<http://a5.mzstatic.com/us/r30/Purple2/v4/32/f4/9a/32f49a69-49e2-748e-9942-4df4310aaa62/mzl.bwqwkwb.175x175-75.jpg>

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