

**Yosef ordered his chariot and went to Goshen to meet his father Yisroel; he presented himself to him and, embracing him around the neck, he wept on his neck a good while. (Breishis 46:29)**

Yaakov, however, did not fall upon Yosef's neck nor did he kiss him. Our Sages say: The reason was that he was reciting the Shema. (Rashi)

The *Meforshim* ask: Why did Yaakov see fit to recite the Shema specifically at this momentous occasion?

Perhaps we may suggest the following: One of the greatest ways to reinforce one's love of Hashem is by focusing on the depths of love one feels to those closest to him and then redirecting that love towards Hashem by realizing that infinitely greater than the love he feels for anyone at any given time, is the love Hashem feels for him constantly, 24/7/365, from before he was born until the present, as well as the love he himself feels for Hashem in the deepest recesses of his heart.

Perhaps as Yaakov felt this boundless love for his dearest son, over whom he had mourned the past seventeen years, he felt it was the most appropriate time to refocus his love upon an infinitely greater One – that which lies in the heart of every Jew and is a mere reflection of the love constantly overflowing from our Father above!

