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30th San Francisco Jewish Film Festival Proudly Presents
THE NEW JEWISH FILMMAKING PROJECT'S
HALF-REMEMBERED STORIES

San Francisco Jewish Film Festival
July 24-August 9, 2010
San Francisco, Berkeley, Palo Alto and San Rafael

**Young Adult Filmmakers team up with SFJFF and Citizen Film to Create a Multi-Media
Exhibition that Explores Jewish Heritage from the Digital Generation's Point of View**

***Half-Remembered Stories* Launch Party to be Held on July 24th in the Castro Theatre**

(June 22, 2010, San Francisco, CA) The San Francisco Jewish Film Festival (SFJFF), taking place July 24 – August 9, 2010, announced today the launch of the New Jewish Filmmaking Project's *Half-Remembered Stories*, a new multi-media exhibition, co-created by young adult filmmakers, who explore their Jewish past by combining new digital media formats with traditional storytelling forms. SFJFF teamed up with San Francisco based production company Citizen Film and 11 Bay Area emerging artists, ranging in age from 15 to 25, to explore "half-remembered" aspects of Jewish history from the digital generation's point of view. The result is 50 short films, several of which will premiere on the big screen at the Festival, and 11 multi-media collages to be presented online beginning June 22, 2010 at www.njfp.org and at interactive kiosks in theatre lobbies throughout the festival.

A Zombie Day of Atonement; a great-grandmother's infidelities; an escape from Czech nationalists on the road to Manchuria; time-travel with a Medieval Moroccan sage..... Follow these young adult storytellers as they attempt to fill the voids in their own family stories, using a combination of original motion pictures, illustrations, photos, graphic designs, audio and text to spark conversation about what it means to come of age on the border between Jewish identity and mainstream American life.

All multimedia stories will be available online at www.njfp.org, but several will be presented on the silver screen at the 30th Anniversary San Francisco Jewish Film Festival. These stories include the short film ESCAPE FROM SUBURBIA, Mayana Bonapart's meditation on the untimely death of her uncle in Southeast Asia when he was 25; video excerpts from Corey Abraham's POTCHKI PRESS,

quizzing “people on the street” about the uses and misuses of Yiddish in American vernacular; and excerpts from Zoe Pollak’s *MEMORY PATHS*, a multimedia experience that invites viewers to contemplate the relationship between voluntary and involuntary memory.

The *Half-Remembered Stories* online exhibition launches June 22nd at www.njfp.org. Join young filmmakers for a kick-off reception at the festival in the Castro Theatre on Saturday, July 24th at 12:30 pm, featuring live spoken-word performances on the theme “Half-Remembered Stories,” and a chance to sample the interactive media exhibition. The reception is free to all ticket-holders before the 1:30 pm screening.

“Working with the San Francisco Jewish Film Festival and this talented group around the theme of Half-Remembered Stories has been a wonderful collaboration.” said Sam Ball, who founded Citizen Film in 2001 along with filmmaking partners Sophie Constantinou and Kate Stilley Steiner. “By creating and sharing media at a staggering rate, young adult bloggers and you-tubers are changing the way we think about filmmaking. This exhibition is a chance to learn from our new generation of Jewish storytellers as they set out to reclaim their past, using all of the new media formats available to them.”

“It’s been so gratifying to see this latest evolution of Citizen Film’s innovative work with NJFP filmmakers—now not only teens but also college-aged filmmakers and young adult alumni of the project,” remarked SFJFF Executive Director Peter L. Stein. “Their multimedia stories are a truly fresh voice, a wonderful expression of how today’s younger generations are embracing and re-shaping contemporary Jewish identity on their own terms and in the media they have helped define.”

SFJFF audiences and the general public are invited to participate online by posting their own reminiscences at www.njfp.org. The most inventive posts to include the phrase “half-remember” will be published in *Zeek Magazine*’s December, 2010 issue and winners will receive an assortment of other fun prizes – including “a night to half-remember” at Bay Area restaurants and All-Festival passes and tickets to the 31st Annual SFJFF in 2011. Posts must be submitted before August 30, 2010.

SFJFF Keeps it Real with the Reel Pass

SFJFF is pleased to continue to offer a steeply-discounted pass to its younger audience members. The ‘Reel Pass’ for those 25 and under, is one pass good for all shows at all theatres—including Opening Night films and events. Total cost of this pass is only \$40.

ABOUT THE SAN FRANCISCO JEWISH FILM FESTIVAL

The San Francisco Jewish Film Festival (SFJFF), the world's oldest and largest Jewish film festival is proudly celebrating its 30th anniversary. SFJFF's mission is to promote awareness and appreciation of the diversity of the Jewish people, provide a dynamic and inclusive forum for exploration of and dialogue about the Jewish experience, and encourage independent filmmakers working with Jewish themes. The SFJFF's signature summer Film Festival, monthly screenings, youth mentorship program (New Jewish Filmmaking Project), publications, and online resources have made SFJFF a leader in the use of media arts to foster cultural understanding. Annually attracting more than 33,000 filmgoers, the SFJFF is world-renowned for the diversity and breadth of its audiences and films.

ABOUT THE NEW JEWISH FILMMAKING PROJECT (NJFP)

Each year since 2002, cohorts of young adult media-artists have collaborated with Citizen Film's acclaimed team of documentary professionals and SFJFF to create and present sophisticated, authentically personal short films. Films produced by the New Jewish Filmmaking project include stories about and co-directed by new immigrants from the former Soviet Union, Latino Jews and Jews of North African origin - young Jews who are coming of age at the intersection of multiple ethnic and national identities. The New Jewish Filmmaking Project is a program of the San Francisco Jewish Film Festival, which provides showcase venues for their work. NJFP films have been viewed by more than 300,000 people to date through collaborations with public television, cultural institutions in the US and abroad, and exhibition in more than 1,000 classrooms.

ABOUT CITIZEN FILM

Citizen Film Inc. is a not-for-profit production company dedicated to crafting character-driven documentary stories with care and dignity. Citizen Film is committed to collaborating with community-based organizations to make and disseminate documentaries that promote active engagement in civic and cultural life. Long-time collaborators Sam Ball, Sophie Constantinou and Kate Stilley Steiner, founded the company in 2001, guided by these convictions. Our collaborations include more than 100 short films, several hour-long programs, and new online multi-media campaigns in a wide variety of formats, created in partnership with cultural and civic institutions, non-profit organizations and like-minded independent filmmakers. Our work with independent producers, non-profits and cultural institutions has been featured on numerous leading television networks and public television stations including PBS, HBO, IFC and TLC, and at America's most prestigious venues for independent film: the Sundance Film Festival, the Museum of Modern Art – New York, LA County Museum of Art, the Hirshhorn, the Whitney, and many more.

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