



For Jew and You Too.

AUSTIN JEWISH FILM FESTIVAL REVEALS FILM LINEUP FOR 17TH ANNIVERSARY

Including Opening Night film, *The Keeper*, Acclaimed *Ask Dr. Ruth* Documentary, Two Films from Dani Menken, Oscar Contenders and Multiple Award-Winning Filmmakers in Attendance

Austin, TX – September 18, 2019 – The Austin Jewish Film Festival, (AJFF), announced today the full slate of screenings to be included in the 2019 festival, taking place November 2nd – 8th. AJFF, now in its 17th year, exists to highlight incredible filmmaking and to make cross-cultural alliances throughout the Austin community, building bridges with thoughtful engagement and entertaining audiences through the medium of Jewish films and Jewish filmmakers. AJFF has also launched a new website at austinjff.org, part of their revised marketing and messaging for the festival with an all-inclusive campaign, “For Jew and You Too.”

“This festival is for everyone, even those who aren't Jewish,” said David Finkel, co-director of the festival. “If you love great films and rich storytelling, and are the least bit curious about Jewish culture, come to AJFF. Unlike a bar mitzvah you don’t need a formal invitation. You’re invited! As we say, the festival is ‘For Jew and You Too!’”

With a focus on playfulness and inclusiveness, AJFF has taken a significant step to raise awareness of the festival in Austin and beyond. The “For Jew and You Too” campaign is extending the festival’s reach to attract more people, both within and outside of the Jewish community, especially when it comes to targeting a younger audience.

The festival, started in 2002 by David Goldblatt, with Cindy Pinto coming on board soon after, was created to expand the Jewish conversation through the medium of film throughout Central Texas. Both are now on the Executive Board and continue to support the festival, building bridges throughout the community with films that offer thoughtful engagement and entertainment for audiences of all ages. The festival seeks to promote cultural understanding and tolerance while presenting the best Jewish films from the U.S. and around the world. Cynthia

Winer and David Finkel, current co-directors of the festival, work with numerous professionals in the community, who generously donate their time and energy.

This year AJFF is excited to bring a lineup of compelling foreign, independent and U.S. films that will fascinate and inspire. Engaging programs and speakers are planned for several of the films. The week-long festivities kick off on Saturday, November 2, with a showing of director Marcus H. Rosenmüller's film, "*The Keeper*" and a premiere party at the prestigious Long Center Rollins Theater. All other films will be showcased at the Regal Arbor @ Great Hills. Badges, passes and tickets as well as details of all films and programs are available on the AJFF website at austinjff.org.

AJFF Features

Opening Night Film

The Keeper

Director: Marcus H. Rosenmüller

Ask Dr. Ruth – free screening

Director: Ryan White

Beyond the Bolex

Director: Alyssa Bolsey

There will be a Skype program following the film with director Alyssa Bolsey

Golda's Balcony

Director: Scott Schwartz

Q&A following the film with producer David Fishelson

Hidden Face

Director: Eyal Datz

Q&A following the film with film subjects Dr. Baruch and Shira Schmidt

Joseph Pulitzer: Voice of the People

Director: Oren Rudavsky

The Mover

Director: Davis Simanis, Jr.

The Mover has just been announced as the Latvian entry for the Foreign Language Oscar

On the Map

Director: Dani Menkin

Q&A and live auction of basketball signed by film subjects following the film with filmmaker Dani Menkin

The Other Story

Director: Avi Neshor

Picture of His Life

Director: Dani Menkin & Yonatan Nir

Q&A following the film with filmmaker Dani Menkin

Shoelaces – A 2018 AJFF Audience Favorite

Director: Jacob Goldwasser

The Unorthodox

Director: Eliran Malka

Upside Down Tree

Director: Ariel Cohen

Closing Night Film

Tel Aviv on Fire

Director: Sameh Zoabi

There will be a program following the film with co-screenwriter Dan Kleinman

View the AJFF Shorts [Here](#)

Watch for upcoming news about the launch of the AJFF Monthly Film Series in partnership with Shalom Austin, coming in early 2020.

For new announcements and information on how to attend, visit austinjff.org and follow the festival on [Twitter](#), [Facebook](#), [Instagram](#) #AustinJFF19 and #4JewAndYou2

ABOUT AUSTIN JEWISH FILM FESTIVAL:

The Austin Jewish Film Festival (AJFF) seeks to promote cultural understanding and tolerance among the Greater Austin community, encourage artistic development, and entertain our audiences through the medium of Jewish film. AJFF presents the best Jewish films from the U.S. and around the world to entertain and educate, and provides complementary programs to enhance the cinematic experience.

For inquiries, interviews, images and logos, and to attend this year's Austin Jewish Film Festival as press, please contact Kristen O'Brien, press@austinjff.org