



## **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](http://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](http://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](http://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](mailto:press@austinjff.org)