



BRAND GUIDELINES

The **San Francisco Jewish Film Festival** is presented by the **Jewish Film Institute**. The Festival's website is www.sfjff.org. The JFI website is www.jfi.org.

Social Media: @sfjewishfilm and #SFJFF

San Francisco Jewish Film Festival

JFI's annual film festival is the San Francisco Jewish Film Festival. This year's edition is the 37th San Francisco Jewish Film Festival.

Other terms for the Festival:

San Francisco Jewish Film Festival 37 (*preferred*)

37th San Francisco Jewish Film Festival (*preferred*)

San Francisco Jewish Film Festival

San Francisco Jewish Film Festival presented by the Jewish Film Institute

SFJFF37

37th SF Jewish Film Festival

2017 San Francisco Jewish Film Festival

2017 SF Jewish Film Festival

The Festival (*for short*)

Entering its 37th year, the Festival is expecting an audience of over 40,000 moviegoers at the following theaters; the Castro Theatre in San Francisco, the Landmark Albany Twin in Albany, the CinéArts Theatre in Palo Alto, the Christopher B. Smith Rafael Film Center in San Rafael, and the New Parkway Theater in Oakland.

For ticket information, please visit the Jewish Film Institute online at www.jfi.org or the Festival website at www.sfjff.org or contact the box office at 415.621.0523. The full program with complete information to be announced June 20, 2017.

About the Jewish Film Institute

The Jewish Film Institute (JFI) is the premier curatorial voice for Jewish film and media and a leading arts and culture organization in the Bay Area. JFI catalyzes and inspires communities in

San Francisco and around the world to expand their understanding of Jewish life and culture through film, media, and dialogue. Year round, the Jewish Film Institute promotes awareness and appreciation of the diversity of the Jewish people through multiple mediums – including original online programming that reaches a global audience of over 2 million views. All of these services, along with artists’ support and educational initiatives, give audiences around the world even greater access to Jewish culture and the visionaries who shape it.

About the San Francisco Jewish Film Festival

The San Francisco Jewish Film Festival (SFJFF), presented by the Jewish Film Institute, is the largest and longest-running festival of its kind and a leader in the curation and presentation of new film and media exploring the complexities of Jewish life around the world. SFJFF attracts more than 40,000 filmgoers and industry professionals to its annual three weeks of inspiring films, events, panels and parties. Screenings take place at the historic Castro theatre in San Francisco and venues throughout the Bay Area during July and August.