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THE 37th SAN FRANCISCO JEWISH FILM FESTIVAL ANNOUNCES OPENING AND CLOSING NIGHT FILMS

*Tribeca Film Festival Award Winner KEEP THE CHANGE to Open Festival
Documentary BOMBSHELL: THE HEDY LAMARR STORY to Close the Festival*

SAN FRANCISCO, June 6, 2017 – The Jewish Film Institute (JFI) is pleased to announce the Opening and Closing Night films for the 37th San Francisco Jewish Film Festival (SFJFF) which returns to the Bay Area July 20th to August 6th, 2017.

The Festival will open on Thursday, July 20th at the Castro Theatre in San Francisco with the Tribeca Film Festival award-winning narrative **KEEP THE CHANGE** with director Rachel Israel and invited guests in person. A romantic comedy set in New York City, **KEEP THE CHANGE** is an honest portrayal of a community of adults living on the autism spectrum. Following the film, the Festival will host the Opening Night Bash at the Contemporary Jewish Museum where party-goers will be able to explore the current exhibition *The 613* by Archie Rand.

The 37th San Francisco Jewish Film Festival closes its Castro Theatre screenings on Sunday, July 30th with Closing Night film **BOMBSHELL: THE HEDY LAMARR STORY**. An official selection of the 2017 Tribeca Film Festival, **BOMBSHELL** follows the life and career of actress Hedy Lamarr. Alexandra Dean's documentary chronicles not only Lamarr's achievements as an actress but also her accomplishments as an inventor. Director Alexandra Dean and Hedy Lamarr's son, Anthony Loder will be in attendance for the screening and the Closing Night Reception at the Castro Theatre Mezzanine.

Both the Opening and Closing Night films at this year's Festival are feature

directorial debuts by women filmmakers.

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.sjfff.org or contact the box office at 415.621.0523. The full program with complete information to be announced June 20, 2017.

Jewish Film Institute and San Francisco Jewish Film Festival Social Media:

Facebook: facebook.com/sfjewishfilm/

Twitter: twitter.com/SFJewishFilm

Instagram: instagram.com/sfjewishfilm/

YouTube: youtube.com/SFJewishFilmFestival

Website: www.jfi.org / www.sjfff.org

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.

Ticket Information, Festival Dates and Public Contact Numbers

The 37th San Francisco Jewish Film Festival will take place July 20th – August 6th, 2017. For more information, visit the SFJFF website at www.sjfff.org or contact jewishfilm@sjfff.org. For Box Office information, please contact boxoffice@sjfff.org or call 415.621.0523. The complete lineup of films will be announced on June 20, 2017 along with a full complement of discussion programs, international guests, awards, and celebrations.

