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FOR IMMEDIATE RELEASE:

Jan. 11, 2016

2016 Sacramento Jewish Film Festival relocated to the California Museum on Mar. 5 & 6 through new partnership

Proceeds to support the Museum's Unity Center, a 4,000 sq. ft. gallery dedicated to promoting appreciation of the state's diverse cultures scheduled to open spring of 2017

SACRAMENTO, CALIF., (Jan. 11, 2016) - Presented through a new partnership with Friends of the Sacramento Jewish Film Festival, the 2016 Sacramento Jewish Film Festival will be held at the California Museum on Sat., Mar. 5 and Sun., Mar. 6, 2016. Featuring four contemporary films highlighting Jewish experiences around the world, proceeds from the festival will support the Museum's forthcoming Unity Center, an all-new 4,000 sq. ft. gallery scheduled to launch in spring of 2017. Initiated in response to a series of hate crimes committed against Sacramento's Jewish and LGBT communities in 1999, the center will promote mutual respect and appreciation of the state's diverse cultures through a series of multimedia exhibits and educational programs currently in development.

"The Museum is thrilled to be a partner in presenting the Sacramento Jewish Film Festival this year," said Amanda Meeker, Executive Director of the California Museum. "It's a great match with the Museum's dedication to celebrating California's rich cultural diversity. We look forward to including the annual event as part of the Unity Center's public programming in the years to come."

"We're excited to bring the festival to the California Museum, and for the opportunity to be a part of the forthcoming Unity Center," said community outreach volunteer of Sacramento Jewish Film Festival Margi Park-Landau. "We are thrilled to represent Sacramento's Jewish community in this important project, and to creating a positive, healing program that celebrates the diversity of our region through our new partnership with the Museum."

Film selections feature two themes, including explorations of the diversity of Jewish food and culture on Sat., Mar. 5 and the lives and legacies of Jewish philanthropists embodying the Judaic concept *tikkun olam* ("repairing the world") on Sun., Mar. 6 as follows:

FESTIVAL DAY 1: Saturday, Mar. 5, 2016

6:00 p.m.	Opening Night Reception with Sacramento Jewish Food Faire
7:00 p.m.	"In Search of Israeli Cuisine" (2016)
9:05 p.m.	"Dough" (2015)
11:00 p.m.	Festival Day 1 Closes

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FESTIVAL DAY 2: Sunday, Mar. 6, 2016

12:30 p.m.	“Rosenwald” (2015)
2:10 p.m.	Coffee Break Intermission
2:40 p.m.	“Peggy Guggenheim: Art Addict” (2015)
5:00 p.m.	Festival Day 2 Closes

Advance tickets are \$15.00 each per film or \$25.00 each per day pass, and door tickets on the days-of are \$20.00 each per film. All levels include admission to view all current Museum exhibits, a \$9.00 value, and parking for attendees. For more information or to buy tickets beginning at 10:00 a.m. on Mon., Jan. 11, visit CaliforniaMuseum.org/Jewish-Film-Fest or SacJewishFilmFest.bpt.me. Tickets may also be purchased through the Museum Store in person or by calling (916) 653-0650 during business hours Tuesday-Saturday 10:00 a.m. to 5:00 p.m. and Sunday 12:00 to 5:00 p.m.

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ABOUT CALIFORNIA MUSEUM

A self-supporting 501(c)3 non-profit, the California Museum — home of the California Hall of Fame — engages, educates and enlightens people about California’s rich history and unique contributions to the world through ideas, innovation, the arts and culture. Through interactive and innovative experiences, the Museum inspires visitors to make their own mark on history. Open Tues.-Sat. 10:00 a.m. - 5:00 p.m. and Sun. 12:00 - 5:00 p.m.; closed Monday. Admission: adults \$9.00; college students /seniors 65+ \$7.50 with valid ID; youth 6-17: \$7.00; children 5 and under free. For more information, visit CaliforniaMuseum.org.

NOTE: Due to the limited seating capacity and the event’s fundraising nature, media are invited to cover the festival’s film selections in advance by email request only.

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PRESS KIT: A downloadable press kit including individual film stills, synopses and more available at:
<http://www.CaliforniaMuseum.org/press-kit/sfjj2016>