



For Immediate Release...

April 27, 2020

ATLANTA JEWISH FILM FESTIVAL OFFERS VIRTUAL PROGRAMMING FOR AT-HOME AUDIENCES

Festival Continues 20th Anniversary Season with AJFF In Conversation and AJFF Playback

ATLANTA: As the community continues to rise to the challenges of COVID-19, the [Atlanta Jewish Film Festival](#) (AJFF) is pleased to announce new virtual programs, as well as expanded recommendations for at-home movie watching. Among the offerings, the **AJFF In Conversation** podcast and webinar foster dialogue around Jewish film culture, film artists and industry voices, and related themes. **AJFF Playback** celebrates the festival's 20th anniversary with a bracket-style retrospective that invites audiences to watch and then vote for favorite films from the AJFF vault. Meanwhile, AJFF continues to curate the best in international and independent cinema, offering ongoing viewing recommendations for housebound audiences during the coronavirus pandemic via [AJFF.org](#) and social channels. Check out the continuously updated blog [here](#) for picks of book to screen, movie musicals, food-focused films, and more.

AJFF's virtual programming push comes on the heels of the hugely successful 20th edition of the annual festival, and maintains AJFF's mission to use the power of film to entertain, educate and engage audiences. Though, for now, the traditional movie going experience is in intermission, AJFF continues to create new opportunities to discover Jewish cinema, explore how films make us think and feel, and recognize the film artists behind them.

"The COVID-19 crisis has prompted film festivals and arts organizations to rethink how they engage audiences. As we innovate and adapt, AJFF offers these alternative forms of programming as a way to preserve community connection and our love for film, while health and safety concerns require we be separated," says Kenny Blank, AJFF's Executive Director. "We look forward to a return to the singular theatrical experience, watching movies together on the big screen. Until then, our virtual programs represent a new way to celebrate Jewish culture and the cinematic arts."

More About AJFF In Conversation: The Podcast

AJFF In Conversation consists of a bi-weekly podcast series where the voices of the Atlanta Jewish Film Festival engage listeners in an entertaining, illuminating and stimulating discussion around a variety of themes and topics rooted in Jewish cinema. Hosted by AJFF's Sara Glassberg and Brad Pilcher, each episode will feature a special guest, and showcase exemplary films, from past AJFF favorites, to hidden gems, new releases, and classics.

More About AJFF In Conversation: The Webinar

AJFF In Conversation also includes a monthly webinar series where you will take a deep dive into a spotlight work of Jewish cinema, and come face-to-face with filmmakers, actors, journalists, academics and industry leaders in a virtual post-film Q&A discussion. Audiences are invited to view the selected film via on-demand streaming service or other platform, and then join the webinar for an in-depth talkback with film artists and other experts. The first webinar kicked off last week with a conversation with actor Jesse Eisenberg and writer/director Jonathan Jakubowicz on their latest film *Resistance*.

More About AJFF Playback

AJFF's 20th anniversary season continues online with AJFF Playback, an interactive film contest. You are invited to cast a vote for your favorite films from the festival vault and help determine which will claim the title of "2020 AJFF Playback Winner" in the categories of short, documentary, and narrative. Now in its second week, head to [AJFF.org](#) to watch the four short films and make your pick for the winners. Return to the site each Monday to view the winners and make your next selections.

For media interested in speaking with Kenny Blank or any of the AJFF team, please email Lindsay Gordon at lindsay@360media.net. Stay connected via social media on [Twitter](#), [Facebook](#), and [Instagram](#). A variety of high-resolutions photos from this year's festival are available upon request.

About Atlanta Jewish Film Festival's 20th Anniversary: In 2020, AJFF is celebrating two decades of showcasing international cinema and engaging diverse audiences. The organization has seen incredible growth since the inaugural edition of the festival in 2000. Over the course of the past 20 years, AJFF has welcomed over 385,000 filmgoers to theaters around metro Atlanta and screened nearly 1,400 films, totaling up to 77,000 minutes of screenings (70 days straight!). Among these films, AJFF has been proud to present 38 world premieres, and international features from over 60 countries, including Algeria, Cambodia, Tunisia, and Ghana and over 250

films from female directors have been showcased at the festival. AJFF now offers year-round programming that furthers their impact within Atlanta, the Southeast, and across the marketplace of film festivals worldwide.

About Atlanta Jewish Film Festival: AJFF's mission is to entertain and engage diverse audiences with film through a Jewish lens while simultaneously challenging conventional perspectives on culture and history, life in Israel, and the work of Jewish artists – particularly where these stories intersect with other communities. AJFF features year-round programs, including several tent pole events such as its annual Film Festival, AJFF Selects, AJFF On Campus, Cinebash, and the Icon Award for Contributions to the Cinematic Arts. In addition to its core programs, AJFF continues to work alongside its many partner organizations to support the greater Atlanta community while raising the bar for film festivals worldwide. Founded by the Atlanta Regional Office of American Jewish Committee (AJC) in 2000, since 2014, AJFF has operated as an independent non-profit arts organization that continues an active partnership with its founding agency, American Jewish Committee.

Media Contacts: Lindsay Gordon + Katie Cline | 360 Media, Inc. – lindsay@360media.net or 404-577-8686

Direct AJFF Contact: Leah Sitkoff – leah@ajff.org or 646-544-6365

###