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THE GERSHMAN Y REFOCUSSES TO BECOME THE GERSHMAN PHILADELPHIA JEWISH FILM FESTIVAL

The Gershman Y announces an adapting of its vision and mission to focus on film and film related programs, accompanied by a formal name change to **Gershman Philadelphia Jewish Film Festival (GPJFF)**. GPJFF will present film and film related programs that appeal to diverse communities and encourage understanding across racial, economic, and religious divides. Recognized as Philadelphia's destination for the best Jewish independent cinema from around the world, **GPJFF's** Fall Fest is scheduled for **November 3-18, 2018**.

The second longest running series of its kind in the United States and Philadelphia's first film festival, **GPJFF** aims to use film as a vehicle for exploring Jewish values, culture, and community. In its 37-year history, the critically-acclaimed **GPJFF** has presented over 500 international films that highlight the diversity and commonality of the human experience, bringing together audiences with different perspectives and ideologies to explore universal themes and values that deepen our understanding of ourselves and society at large.

Alongside its signature programs - the **GPJFF Fall Fest**, **GPJFF CineMondays** and **GPJFF Sneak Peeks**, **GPJFF** will develop new and innovative programming to supplement its existing programming events. **GPJFF** will deliver programming year-round to the community.

"Under the ongoing thoughtful and dynamic curatorial leadership of **GPJFF Executive Artistic Director Olivia Antsis**, our film programs are enhanced by conversations with award-winning directors, screenwriters, and leading actors," said **GPJFF Board Chair Jacob Cohen**. "Additionally, panel discussions and talkbacks with authors, scholars, and historians provide depth and insight into themes and subjects, enriching the patron experience and increasing cinema's capacity to educate and enlighten."

"**GPJFF** provides a platform for the exchange of ideas and the sharing of experiences," continued Antsis. "Not only have different generations been able to connect through Jewish cinema, but Jewish patrons seeking a way to share their heritage, culture, and history with their non-Jewish friends can do so by way of **GPJFF's** diverse program offerings."

The transition of name and vision are just part of the significant changes the organization will undergo in the coming year. As of December 2018, **the organization will move out of 401 South Broad Street**. After nearly 150 years of existence and 95 years' operating out of the "Y" at 401 South Broad Street, the organization will relocate its headquarters to a new home and will continue to present its film programs in over a dozen venues throughout Philadelphia and the surrounding suburbs.

"The Gershman Y has had a rich history and has adapted throughout the years to meet the needs of the greater Philadelphia Jewish community. The decision to streamline the programmatic focus on film is a direct response to how the organization can best continue to serve the changing needs of the community at large," said **Kristen Evans, GPJFF Executive Managing Director**.

For further information, please call 215-545-4400.