

# PRESS RELEASE

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**The Gershman Philadelphia Jewish Film Festival is joining the Global GivingTuesday Movement to raise awareness, expand our audience, and raise money for our nonprofit organization.**

On Saturday November 9, 2019, the Gershman Philadelphia Jewish Film Festival (GPJFF) is launching the Festival's 39<sup>th</sup> Season. This year, GPJFF is kicking off the #GPJFFGive campaign by celebrating GivingTuesday throughout the entire Fall Festival until December 3<sup>rd</sup>.

GivingTuesday, taking place December 3<sup>rd</sup>, is a global day of giving that harnesses the collective power of individuals, communities and organizations to encourage giving and to celebrate generosity worldwide. Every year on GivingTuesday, millions of people across the globe mobilize to show up, give back, and change their communities. The goal is to create a massive wave of generosity that lasts well beyond that day, and touches every person on the planet.

The Gershman Philadelphia Jewish Film Festival joined GivingTuesday to be a part of a global movement that was changing communities and inspiring action where anyone anywhere could make a difference, no matter the size. This year, our goal for GivingTuesday is to add to our growing volunteer list and raise \$5,000 to help GPJFF continue the festival that Archie and Ruth Perlmutter pioneered 39 years ago, preserving the exploration of Jewish culture through film. Last year was our first time participating and though it was successful, this year, we'd like to reach even more individuals and continue spreading the mission and values of GPJFF to individuals everywhere, Jewish and non-Jewish alike.

Our vision with the Gershman Philadelphia Jewish Film Festival is to create shared experiences and connections through film and cultural programs inspired by Jewish legacy and values. If you care about Jewish culture, life and legacy, its community and future, there is no better way to give than on GivingTuesday. Not only is your gift 100% tax deductible, you can rest assured it is going to a worthy platform that educates, celebrates, and brings together a diverse community.

Those who are interested in joining GPJFF's GivingTuesday initiative can visit <https://pjff.org/giving-tuesday/> for more details about how to join the movement and give to the Festival.

## About Gershman Philadelphia Jewish Film Festival

The Gershman Philadelphia Jewish Film Festival (GPJFF) is the second longest running Jewish Film Festival in the nation whose mission is to educate and engage diverse Philadelphia communities, Jewish and non-Jewish alike, by presenting world-class film premieres, repertory cinema and associated programs that are inspired by Jewish history, heritage and values. GPJFF is a community that appreciates the value in preserving Jewish stories that root us in our humanity, make us laugh and cry, and enhance our lives by instilling meaning and purpose. To learn more about our mission and programs, visit <https://pjff.org/>.

## About GivingTuesday

GivingTuesday is a global giving movement that has been built by individuals, families, organizations, businesses and communities in the U.S. and countries around the world. GivingTuesday harnesses the collective power of a unique blend of partners to transform how people think about, talk about, and participate in the giving season. It inspires people to take collective action to improve their communities, give back in better, smarter ways to the charities and causes they believe in, and help create a better world.

Founded in 2012, GivingTuesday has inspired millions of people to give back and support the causes they believe in. In just seven years, GivingTuesday has radically changed how we think about generosity and showed just how much power communities everywhere have to create change.

“When GivingTuesday launched in the US in 2012, we believed that technology and social media could be used to make generosity go viral,” says Asha Curran, GivingTuesday’s CEO and co-founder. “We believed in the idea that people fundamentally want to give and to talk about giving; and that the social sector had the capacity to show more innovative leadership, creativity, and collaboration. People and organizations around the world proved us right. As we prepare for December 3, we’re energized and encouraged by the community’s generosity. The levels of creativity, effort and the quality of the new ideas people have contributed and shared are phenomenal.”

To learn more about GivingTuesday participants and activities or to join the celebration of giving, please visit <https://www.givingtuesday.org/>.

**Website:** <https://pjff.org>

**Facebook:** <https://www.facebook.com/GershmanPJFF/>

**Twitter:** <https://twitter.com/GershmanPJFF>

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