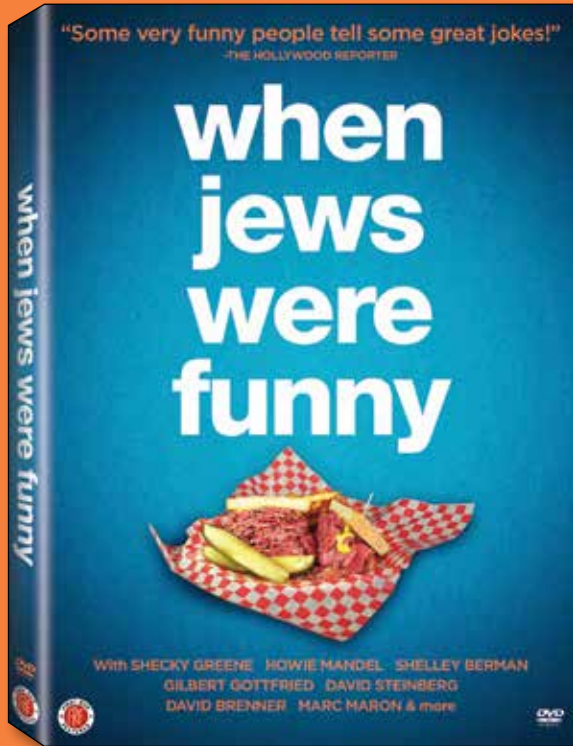




FIRST RUN FEATURES PRESENTS



"An entertaining and enjoyable examination of comedy, identity and what it means to be Jewish today."

-SCREEN DAILY

"Entertaining. Engrossing. Fun viewing!"

-THE GLOBE AND MAIL

Insightful and often hilarious, WHEN JEWS WERE FUNNY surveys the history of Jewish comedy, from the early days of Borscht belt to the present, ultimately exploring not just ethnicity in the entertainment industry, but also the entire unruly question of what it means to be Jewish.

Popular comedians from the past and present provide an abundance of surprising opinions and witty humor. Veterans of the 1940s and 50s deny that their comedy reflected anything of Jewish culture. For younger comics, their biggest influences are family members, fathers, aunts and yentas. Many bemoan the loss of Yiddish, while arguing about the quintessential Jewish joke.

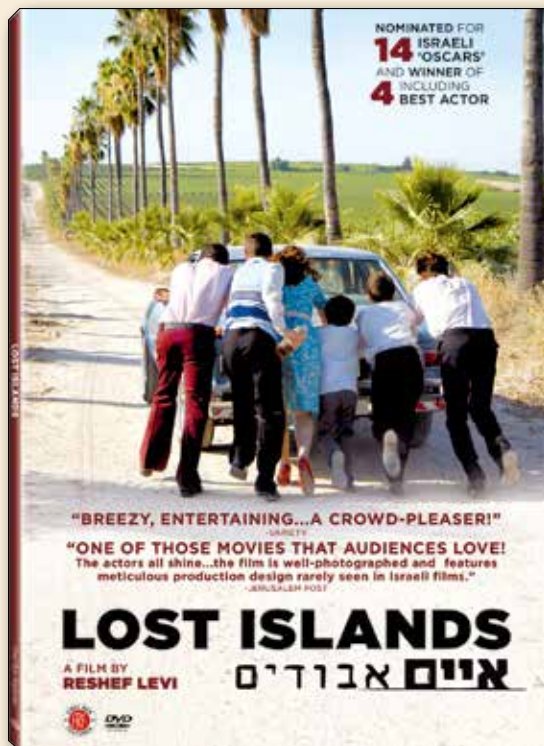


Perhaps the movie's real subject isn't so much comedy but what it means to be Jewish. It's an impossible question to answer...but it's also one well worth exploring, especially in a movie as funny and heartfelt as this one.

SRP: \$24.95
 Catalog #: FRF 915892D
 89 minutes, color, 2013



BOTH TITLES PRE-BOOK: MARCH 4 • STREET DATE: APRIL 1



"BREEZY, ENTERTAINING...A CROWD-PLEASER!"

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"ONE OF THOSE MOVIES THAT AUDIENCES LOVE!"

-JERUSALEM POST

"Delightful!"

-DC FILM REVIEW

"An excellent cast!"

-THE JEWISH JOURNAL

The Levis are a large, fun-loving family in early 1980s Israel. The father advises his children every day on the importance of fulfilling their dreams, while his wife preaches absolute family loyalty. Their summer holiday is usually filled with dances, flirting, and the playful hijinks, but this summer the family's idyllic life is shattered when twin brothers Erez and Ofer fall in love with the same girl.



The biggest box office success in Israel in 2008, this autobiographical drama features an all-star Israeli cast and provides an entertaining yet incisive look at loyalty and betrayal, and the power of love versus the bonds of family.

SRP: \$24.95
 Catalog #: FRF 915885D
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 Packaged in 100% Certified Green Forestry Eco-Pack




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