



FOR IMMEDIATE RELEASE

Media contact: Larsen Associates at (415) 957-1205 or publicity@larsenassoc.com

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SAN FRANCISCO JEWISH FILM FESTIVAL MEDIA ACCREDITATION POLICY

The Jewish Film Institute (JFI) welcomes journalists and media representatives to **San Francisco Jewish Film Festival 37**, taking place July 20 - August 6, 2017 in San Francisco at the Castro Theatre; Palo Alto at CineArts at Palo Alto Square; Albany at the Albany Twin Theatre; San Rafael at the Christopher B. Smith Rafael Film Center; and in Oakland at the New Parkway Theater. Larsen Associates handles all Festival press and is the contact for any questions. Due to demand for press tickets and anticipated sellouts, please observe the following guidelines:

Journalists, photographers, television crews and media representatives wishing to attend screenings and events must be on the Larsen Associates press list. Those currently on the list need not send a letter requesting accreditation. Those who are not on Larsen Associates' press list must email a letter from your editor or producer that confirms your assignment to cover SFJFF37 and indicates the proposed date/s that your coverage will appear online, in print or on the air. (If you are not sure whether you are on their press list, please email publicity@larsenassoc.com or call Larsen Associates at 415.957.1205). We are unable to permit any press to enter screenings unless they are on the Larsen Associates press list.

Due to the high demand for press tickets and the number of sold-out events anticipated, we kindly request that you observe these guidelines:

For all Festival screenings, you may attend, pending available space, by **emailing Larsen Associates 24 hours before the show you want to attend**. Your written request must include the name of the film, screening play date, venue and time. (Please bear in mind that the office is closed on the weekend - so if you want to attend Saturday, Sunday or Monday screenings **you must email before noon on Friday**.) You should arrive 30 minutes prior to the show to pick up your tickets. Tickets will be held under your last name at the Festival Box Office Will Call Table. We will not admit anyone after the show has started - so please be on time. You may bring one guest to any SFJFF37 screening that begins before 4:00pm, however all guest tickets must be requested in advance. For all shows beginning after 4:00pm, you must inquire about additional ticket availability with Larsen Associates when making initial ticketing requests.

1. Castro Theatre Screenings: The San Francisco Jewish Film Festival will present 10 days of cinema at the Castro Theatre, including Opening and Closing Nights, Centerpiece Narrative and Documentary, the Freedom of Expression Award, Local Spotlight and Next Wave Spotlight. Email Larsen Associates 24 hours in advance to either marquee presentations or regular screenings at the Castro. If confirmed, you should arrive 30 minutes before start time and pick up your tickets at the Festival Box Office Will Call Table.

***Please note that tickets for Opening Night, Closing Night, and AN INCONVENIENT SEQUEL will not be held at will call.** These tickets will be available from a press representative 30 minutes prior to the show time. Press representatives will be stationed in front of the theater with a clipboard that reads PRESS

2. Albany Twin, New Parkway, Smith Rafael Film Center, CineArts Screenings: You may attend screenings by emailing Larsen Associates 24 hours in advance of the screening you want to attend. If you wish to attend a Saturday or Sunday screening, please email by noon on Friday. Arrive 30 minutes before start time, and go to the Festival Box Office Will Call with a photo ID. You may not bring a guest except by special permission.

3. Additional Special Events: For the **Bobbi Jene Smith Dance Performance** on August 2 at ODC/Dance, special permission is required to attend as there will be limited press tickets, so please make requests well in advance. If you received ticketing confirmation from Larsen Associates and either the Festival Box Office or Press Table staff are unable to locate your ticket, or if any other issues arise at a Festival event, please call Larsen Associates or Festival Publicity Manager Scott Valentine (svalentine@sfjff.org). We will work to resolve the matter as quickly as possible.

Thank you for your interest in this year's Festival, and we look forward to seeing you there!

Any questions? Please contact:

Larsen Associates

T: (415) 957-1205

E: karen@larsenassoc.com

F: (415) 957-1520