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## For Immediate Release:

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### **YI LOVE JEWISH TO PRODUCE FREE VIRTUAL YI LOVE YIDDISHFEST 2020: HANUKKAH EDITION WITH A STAR-STUDED LINEUP OF EVENTS FROM DECEMBER 11-14, 2020**

**YI (Yiddishkayt Initiative) will celebrate the miracle of Hanukkah with a miraculous gathering of famous Jewish and Yiddish celebrities with a wide variety of events**

**SOUTH FLORIDA (November 24, 2020)** – Almost everyone knows the ancient miracle of Hanukkah -- a drop of oil that should have lasted only one day which lasted for eight days to light the menorah in The Holy Temple after the Maccabees re-claimed it from the Greeks.

As Hanukkah is a season of miracles for Jews all around the world, YI (through its [yilovejewish.org](http://yilovejewish.org) website) is presenting a free virtual Hanukkah Mini Fest from December 11-14 with a lineup of entertainment and educational programming that is nothing short of miraculous.

“Hanukkah is a time of miracles,” said Avi Hoffman, YI founder and CEO. “What we are doing is bringing together leading Jewish and Yiddish cultural figures from all over the world for our free virtual YiddishFest 2020: Hanukkah Edition featuring entertainment and activities for all ages. Festival events will be simultaneously streamed on the [yilovejewish.org](http://yilovejewish.org) website, FaceBook Live and YouTube Live.”

**This YI LOVE YIDDISHFEST 2020: HANUKKAH EDITION** will kick off with the series debut of the variety-talk show, *Shmoozing With Avi*. This lively premiere will feature Hoffman

with Kvell Communications public relations maven Andy Rose at 7:30 p.m. on Friday, December 11.

At 10 p.m. on Friday, December 11 will be the ***Shimmering Lights*** concert featuring a trio led by world-renowned klezmer expert and violinist Yale Strom, author of *The Book Of Klezmer* as well as many other publications and award-winning documentary films. Since Strom's first band began in 1982, he has been composing his own New Jewish music -- which combines klezmer with Hasidic nigunim, Roma, jazz, classical, Balkan and Sephardic motifs.

At 11 a.m. on Saturday, December 12 will be a video presentation, in alliance with *The Forward* Jewish newspaper, featuring Yiddish Cooking, entitled "**Eat in Good Health - Ess Gezunterheit**," featuring recipes for "Spinach Latkes for Hanukkah" and "Latkes, Donuts and Drinks for your Hanukkah Party."

At 2 p.m. on Saturday, December 12 will be a concert of the Best World Music Grammy Award-nominated project ***Yiddish Glory***, featuring Anna Shternshis and Psoy Korolenko.

Shternshis is a professor of Yiddish studies and the director of the Center for Jewish Studies at the University of Toronto. Her research interests include Jewish culture in the Soviet Union; Jewish-Slavic cultural relations; and Yiddish mass culture, theater and music. Shternshis together with composer/performer and Slavist Korolenko created and directed "***Yiddish Glory***," a project to release the forgotten Yiddish songs written during the Holocaust in the Soviet Union.

At 7:30 p.m. on Saturday, December 12 is a concert entitled **SEE THE LIGHT**, featuring Cantor Shira Ginsburg from the East End Temple in Manhattan in New York City accompanied by Fantel Music -- music director/pianist Caryl Ginsburg Fantel and drummer/percussionist Roy Fantel.

In their outdoor concert, the trio will present a lively, moving mix of traditional and nontraditional Hanukkah and other songs centered around the concept of light and the beautiful instruction that the light of the *chanukiah* (the nine-branched candelabrum lit during the holiday of Hanukkah) is used solely as a source of joy and inspiration rather than for utility.

Drawing from various genres and sources -- including musical theater, Yiddish, pop and Jewish liturgy -- the program will weave a Hanukkah narrative that focuses on the illumination that

the Hanukkah candles bring -- and likewise the light those who view the candles then share with the world.

At 10 p.m. on Saturday, December 12 will be the screening of the new version of “**Klezmer in Quarantine: Yiddish Tangos**,” starring Hoffman and world-renowned Klezmer scholar Maestro Aaron Kula, which will be performed at the Beifield Auditorium at the Levis Jewish Community Center in Boca Raton on Monday, November 30.

“Yiddish Tangos” brings passion to Yiddish music and appeals to audiences of all ages and ethnicities by fusing Yiddish melodies with tango rhythms that produce a distinct and sensuous sound embracing two distinct cultures. The first recorded version of the program, which was the inaugural presentation of the Klezmer in Quarantine series, was viewed on FaceBook Live by over 120,000 people.

At 11 a.m. on Sunday, December 13 will be another video presentation in alliance with *The Forward* Jewish newspaper, featuring Yiddish Cooking, entitled “**Eat in Good Health - Ess Gezunterheit**,” featuring Yiddish Cooking, titled “Eat in Good Health,” featuring recipes for “The Real Gefilte Fish” and “Nut Cake and Infused Vodka.”

At noon on Sunday, December 13 is a presentation by Yale Strom of his new children's illustrated book entitled **SHLOYML BOMYL AND HIS LUCKY DREYDL**”.

In the story, the talented Klezmer musician, Shloyml from Buhuși, embarks on a long journey to buy the best Israeli olive oil -- the one thing needed for the Buhuși community to once again stand victorious in the yearly Latke contest. Will he manage to bring the oil back home in time or will he be stopped by the devious Nebish brothers? In the end, it all comes down to a thrilling game of dreydl!

At 2 p.m. on Sunday, December 13 is a comedy presentation, “A Chanukiah-Side Chat” with YidLife Crisis. As a special Hanukkah treat, the terrific comic duo YidLife Crisis is creating this original production for YI and its audience.

YidLife Crisis is a Yiddish comedy web series and Jewish cultural brand created by two friends, Eli Batalion and Jamie Elman, wanting to pay homage to the Yiddishkayt in their upbringing and the Jewish comedic lens on life with which they were raised. What started as a passion project

turned into a viral hit with over 3,000,000 video views and 30,000 subscribers, global press, awards and accolades, appearances and shoots around the world -- including the collaboration of major celebrity talent such as Mayim Bialik and Howie Mandel.

At 4 p.m. on Sunday, December 13 will be a re-broadcast of Friday night's "Shmoozing With Avi" show.

Then, at 7:30 p.m. on Monday, December 14 will be the closing event of the YI Love Yiddishfest 2020: Hanukkah Edition. This virtual concert titled "**HANUKKAH IN JAZZ TIME**" is a fundraiser for YI Love Jewish.

"HANUKKAH IN JAZZ TIME" will be a soulful concert of American jazz, Blues and Spirituals all mixed with old world Klezmer. Joining the Klezmer Company Jazz Orchestra, which was founded in 1997 by Maestro Aaron Kula, in the concert will be Kula's brother, renowned Rabbi Irwin Kula, of the National Jewish Center for Learning and Leadership (CLAL) -- who will offer wisdom for anyone seeking light in these turbulent times.

The ticket price for this closing concert is \$18 per household. Tickets may be purchased at [www.yilovejewish.org/events](http://www.yilovejewish.org/events).

#### ABOUT THE YIDDISHKAYT INITIATIVE AND "YI LOVE JEWISH":

Yiddishkayt Initiative (YI), is a 501(c)(3), not-for-profit organization that celebrates and promotes Jewish history, life and culture -- and their positive and far-reaching impact on the world. From performing arts, publishing and education to language, philosophy and literature, YI -- which is promoted under the name "YI Love Jewish" -- offers a global clearinghouse of Jewish culture and entertainment staffed by experts in subject matter and production. The organization works with a wide range of organizations, including Federations, JCCs, synagogues, Hadassah chapters, Hillel chapters, men's groups, women's guilds, special interest clubs, youth groups, summer camp programs and educational institutions.

For more information about the YiddishFest 2020: Hanukkah Edition Mini Fest or YI Love Jewish, in general, visit the web site at [www.yilovejewish.org](http://www.yilovejewish.org), email [info@yilovejewish.org](mailto:info@yilovejewish.org) or call 888-YILOVEJ (888-945-6835)

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