

FOR IMMEDIATE RELEASE
October 6, 2017

Media Contact:
mediarelations@nmajh.org
215.923.3811 x144

FALL 2017 PROGRAMS AT THE
NATIONAL MUSEUM OF AMERICAN JEWISH HISTORY

PHILADELPHIA—The **National Museum of American Jewish History** (NMAJH) announces a variety of programs for all ages in **Fall 2017**, from the return of the Philadelphia Jewish Film Festival to NMAJH's inaugural Signature Golf Classic benefitting the Young Friends of NMAJH. Beginning on October 27, Museum visitors can also experience artist Bruce Gendelman's striking oil paintings depicting the sites of Holocaust atrocities in the special exhibition, *Sifting Through Ashes*.

Sifting Through Ashes

October 27, 2017 through January 15, 2018

Members Opening: October 26 at 5:30 pm

Meet the Artist & Gallery Talk: October 27 at 12 pm

On view for the first time at a national museum, *Sifting Through Ashes* demonstrates the unique and important role of contemporary art in educating new audiences about the Holocaust. In August 2015, landscape painter and photographer **Bruce Gendelman** toured sites of Holocaust atrocities with his camera in tow. The artist wrestled with how to describe what he had witnessed. He captured his experiences in stunning photographs, and his attempt to further express the unimaginable became *Sifting Through Ashes*—a dramatic, large-scale series of richly textural landscape oil paintings. Opportunities for school group and general group visits are available. Learn more at NMAJH.org/SiftingThroughAshes.



Bruce Gendelman, *Birkenau Barracks Memorial 1*, 2015. Oil painting on canvas, 8 x 5 feet.

Presented in partnership with the Philadelphia Holocaust Remembrance Foundation.

Signature Golf Classic

Monday, October 16 at Bala Golf Club

Shotgun start at 12:30 pm

Register by October 10: \$150 for 1 golfer, \$500 for 4 golfers (Sponsorship opportunities available)

Join us at Bala Golf Club for our inaugural Signature Golf Classic. The tournament is presented in support of Young Friends of NMAJH and is open to all. Formatted as a four-person scramble, participants can enjoy an afternoon of golf, including awards for first and second place teams along with various other contests, followed by dinner provided by Bala Golf Club. To register as an individual, group, or sponsor, visit NMAJH.org/golf.

Co-chaired by Young Friends' Board Members Zachary Golen and Michael L. Swift.

Lecture by NMAJH Chief Historian, Dr. Jonathan Sarna: “American Judaism Backwards and Forwards”

Thursday, October 19, 7 pm at Ursinus College (601 E. Main Street, Collegeville, PA 19426)

Free; RSVP by October 12

In this lecture, NMAJH's Chief Historian and renowned scholar, **Professor Jonathan Sarna**, will trace the history of Jews in the United States in the 20th century, focusing on the changing nature of Judaism—an old faith in the New World. Then, looking forward, Professor Sarna will examine the key issues and trends that the American Jewish community will face throughout the 21st century. For more information and to register, visit on.NMAJH.org/UrsinusOct19.



Dr. Jonathan Sarna lecturing at NMAJH's 2017 National Educators Institute.

Presented by Ursinus College in partnership with the National Museum of American Jewish History and the Association for Jewish Studies. Jonathan Sarna is the Joseph H. Belle R. Braun Professor of American Jewish History and chair of the Hornstein Jewish Professional Leadership Program at Brandeis University.

***We'll Always Have Casablanca* Book Talk & Signing**

Wednesday, November 15, 2 pm

Just in time for the 75th anniversary of *Casablanca*, attend a celebration of the film with an interactive talk by PJFF alumnus **Noah Isenberg**, author of *We'll Always Have Casablanca: The Life, Legend, and Afterlife of Hollywood's Most Beloved Movie*.

Keep the Change

Wednesday, November 15, 7 pm

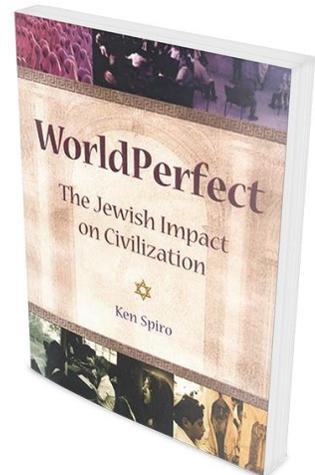
Director Rachel Israel's *Keep the Change* (based on her short film of the same name) is perhaps the first full-length film to feature a cast of mostly unknown actors who almost all identify as being somewhere on the autistic spectrum. The screening of this heartfelt and award-winning film will be attended by Israel and the film's star, Samantha Elisofon.
(USA, 2017, 94 min)

Book Talk & Signing: *WorldPerfect: The Jewish Impact on Civilization*

Thursday, November 16 at 6 pm

Free with advance registration

Longtime Museum Trustee **Joseph Zuritsky**, Chairman and CEO of Parkway Corporation, invites you for an evening with **Rabbi Ken Spiro** who will explore more than three thousand years of Jewish contributions to Western Civilization. Rabbi Spiro—author of *WorldPerfect: The Jewish Impact on Civilization*—is in Philadelphia from Israel for a short engagement this fall. His quick-paced and humorous style, along with an ability to explain deep concepts clearly, will leave an impact that lasts long after his presentation. Book sale and signing immediately to follow. For more information and to register, visit on.NMAJH.org/worldperfect.



Rabbi Spiro is a Senior Lecturer and Researcher for Aish HaTorah's Discovery Seminars and a licensed tour guide from the Israel Ministry of Tourism.

Sponsored by Joe and Renee Zuritsky.

Opportunities for Schools and Groups

Throughout the year

The Museum serves as an educational resource all year long, with trained and passionate educators ready to bring history to life for groups of all ages and sizes, and especially for students by using interdisciplinary and object based learning. Thanks to the generosity of donors, all Title I schools can visit the Museum at no cost. For group bookings, contact groups@nmajh.org or call Beth Heaney at 215.923.9811 ext. 141

To view NMAJH's full programs calendar, visit [NMAJH.org/calendar.aspx](https://nmajh.org/calendar.aspx).

###

About the National Museum of American Jewish History

The National Museum of American Jewish History, located on historic Independence Mall in Philadelphia, brings to life the more than 360-year history of Jews in America. Tracing the stories of how Jewish immigrants became Jewish Americans, the Museum invites visitors of all backgrounds to share their own stories and reflect on how their histories and identities shape and are shaped by the American experience. An open door for all, NMAJH honors the past and contributes to a better future by sharing the power of imagination and ideas, culture and community, leadership and service, in ways that turn inspiration into action.

The National Museum of American Jewish History is located at 101 South Independence Mall East at the corner of Fifth and Market Streets in Philadelphia. Museum hours are Wednesday to Friday, 10:00 am - 5:00 pm, and Saturday and Sunday 10:00 am - 5:30 pm. Museum admission is \$15.00 for adults, \$13.00 for senior citizens and youth, free for children 12 and under, Museum Members, and active military with ID; reduced prices available if purchased online. Connect with the Museum on [Facebook](#), [Instagram](#), [Twitter](#), and [Pinterest](#). For more information, visit [NMAJH.org](https://nmajh.org) or call 215.923.3811.