

18TH ANNUAL TORONTO JEWISH FILM FESTIVAL APRIL 17-25, 2010



Become a friend, make an impact

With your financial support, TJFF can continue to mount a wonderful festival. Here is what we can do when you help us 'aim chaim':

At the Festival

- Showcase the work of renowned filmmakers and talented newcomers and, whenever possible, involve film students.
- Bring more writers, producers, directors and actors to the festival so that we can engage in lively discussions and, yes, sometimes even livelier debates!
- Continue to make the festival affordable to all by keeping prices as low as possible and offering select free programming to families and students (for all films there is a student rush line, subject to availability).
- Donate tickets to organizations and charitable causes.

How to get Festival tickets

The TJFF Box Office opens on April 1st. Check programme information and buy tickets online at www.tjff.com or call (416) 967-1528. You can purchase an Early Bird pass between March 1 and March 15 online only.

Mark special occasions

To celebrate a milestone, memorialize a relative or friend, or to say 'thank you' to a special person, make a donation to TJFF (minimum \$10.00). Just call (416) 324-8600. We'll take care of the details and send a letter of acknowledgement on your behalf.

Throughout the year

- Provide consultation to local and international film festivals, as well as synagogues, seniors groups and youth groups who want to create their own film series.
- Serve as a resource for Jewish films through material on our website and our blogs.
- Offer our educational initiative **FilmMatters** to elementary/high school students in the GTA and beyond, and this year in Ottawa. After film screenings, students participate in discussions on such topics as racism, discrimination, religious and cultural diversity. This programme is assisted by an Ontario Trillium Foundation grant and the donation of theatres by Cineplex Entertainment LP.

Give the Gift of TJFF Membership

Looking for a unique gift? Look to TJFF. A TJFF membership or tickets to individual showings make everyone happy. Great for Mother's Day, Father's Day, Birthdays, Anniversaries, Graduation Appreciated by family members, friends, colleagues and clients!

Did you know?

TJFF is helped by over 120 volunteers. Their tireless efforts and good humour make everything run smoothly at our showings. We salute each and every one of them!

A special year, a special celebration

In the Jewish tradition, l'Chaim is a toast 'to life.' The numeric value of the Hebrew letters forming the word 'chai' is 18, so this is a very meaningful birthday for TJFF. It's a time to celebrate our past and salute the future.

TJFF has come a long way - from a germ of an idea to a world-class festival, from a small group of enthusiasts to a multi-generational, ethnically diverse audience of over 30,000, from a single theatre to four major venues, from 19 films to over 90 films representing 23 countries, and from a five-day program to a year-round event. With your support, the "little engine that could" did. Today we are the largest Jewish Film Festival in the world and an esteemed icon on the city's cultural scene.

Our 2010 Festival will showcase an outstanding line-up of comedies, dramas, shorts and documentaries. Whether they are high budget extravaganzas or low budget gems, whether they inspire or provoke us, make us laugh or cry, we know that every single film will enhance our appreciation of the Jewish experience around the world. Most importantly, these films will enable us to reach out to our communities and build bridges of understanding.

It is truly a magical medium that can educate as it entertains. And that in itself deserves a l'Chaim!

Your loyalty makes all the difference

The economic turmoil of the past couple of years has affected all of us. While there is a hint of the proverbial light at the end of the tunnel, we live in uncertain times. For a non-profit organization like TJFF, the financial challenges continue to mount. That's why we count on the loyalty of TJFF friends, supporters like you whose generous contributions help us close the gap between ticket revenues and operating costs. You make it possible for us to achieve our mission: to celebrate our heritage, present films that explore Jewish themes, nurture new talent, and foster awareness, tolerance and respect.

This year, in honour of TJFF's 18th chai birthday, we invite you to 'aim chaim' and make a one-time special gift in addition to your membership level. Any amount that you are comfortable with will be greatly appreciated.

Best Friends

\$500 - \$999

One "Take-a-Friend" Pass - 2 tickets to 5 movies of your choice! (Does not include Opening Night)

Close Friends

\$250 - \$499

One "Weekday Special" Pass - 1 pass for any number of weekday screenings (Showings before 5:00 p.m.)

Friends

\$100 - \$249

Two tickets to 2 weekday screenings (Showings before 5:00 p.m.)

Fans

\$18 - \$99

Two tickets to 1 weekday screening (Showings before 5:00 p.m.)

Yes, I want to help TJFF realize its goals I am becoming a TJFF Member I am renewing my TJFF Membership

Name _____ Phone _____

Address _____ City _____

Postal Code _____ E-mail _____ Sign me up for TJFF's "News & Schmoose" e-letter

Donor Levels

Best Friends \$500 - \$999 Close Friends \$250 - \$499 Friends \$100 - \$249 Fans \$18 - \$99 A one-time additional, "Aim Chaim" gift of \$ _____

Payment Options

Cheque(s) enclosed payable to Toronto Jewish Film Festival Please charge my credit card for \$ _____

Visa M/C Card # _____ Expiry _____ I wish to decline film passes/tickets. Please send tax receipt for the full donation.

All donations are tax deductible to the maximum allowable by Revenue Canada and will be listed in our Programme book (if received by print deadline). Charitable # 13522 6793 RR0001.

Mail form to TJFF, 19 Madison Avenue, Toronto M5R 2S2. Or, fax to (416) 324-9415. For information about Corporate, Patron or Advertising opportunities, please contact Roz Davidson in our Development Department at (416) 324-8600. Thank you! We appreciate your support.

Now screening in four locations!
Bloor Cinema • Al Green Theatre at the MJCC
Cineplex Odeon Sheppard Centre Cinemas • SilverCity Richmond Hill

Inspirat¹⁸nal Educat¹⁸nal Motivat¹⁸nal
Generat¹⁸nal Transformat¹⁸nal Celebrat¹⁸nal ..Just Sensat¹⁸nal.

Happy 18th TJFF
L'Chaim!

