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For Immediate Release

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TURNING LENS ON BARBIE DOLL, FILMMAKER TIFFANY SHLAIN

WRESTLES WITH JEWISH IDENTITY IN *THE TRIBE*;

FILM SET FOR WORLD PREMIERE AT

SAN FRANCISCO'S HERBST THEATER ON DECEMBER 3

www.tribethefilm.com

San Francisco, CA (December 3, 2005) – What can Barbie tell you about being young and Jewish today?

In her much-anticipated new film *The Tribe: An Unorthodox, Unauthorized History of the Jewish People and the Barbie Doll...In About 15 Minutes*, celebrated filmmaker and Webby Awards founder Tiffany Shlain focuses on a surprising fact about Barbie – that she was the creation of a Jewish-American woman – and turns it into a powerful metaphor about assimilation and Jewish identity in the 21st Century.

Celebrating its world premiere at the Herbst Theater in San Francisco on Saturday, December 3, *The Tribe*, narrated by award-winning actor Peter Coyote, weaves together archival footage, graphics, animation, dioramas, and slam poetry to take audiences on a electric ride through the complex history of both the Barbie doll and the Jewish people.

“The fact that Ruth Handel, an American Jew, had created the Barbie, the ultimate insider, is one of the great ironies of pop culture,” said Shlain, 35, who produced and directed *The Tribe*. “By tracing Barbie’s fascinating history and success, we are hoping to shed light on why so many people of my generation are wary of organized religion, but are still hungry for meaning and connection in their lives.”

In a novel film distribution approached aimed at spurring further discussion, the audience at the San Francisco premiere will receive a complimentary toolkit which includes a DVD of *The Tribe*, a companion guide, “The Guide from the Perplexed,” which explores ideas, facts, and images from the film in greater depth; witty and provocative flashcards with words like “kosher,” “guilt” and “Israel” to trigger conversation; and tips for hosting a viewing party for *The Tribe*.

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The Tribe/2

The Tribe website (www.tribethefilm.com), launching in December, will also showcase community features that will allow audiences worldwide to connect, discuss and debate the issues and ideas raised in the film.

In addition to the DVD and toolkit being available for purchase online beginning December 1st, *The Tribe* will be distributed through a new subscription-based national film club that will bundle it with other short films exploring issues of faith and culture from progressive viewpoints. New York and Los Angeles premieres of *The Tribe* are slated for early 2006.

Honored by *Newsweek* as one of the “Women Shaping the 21st Century,” Shlain believes *The Tribe* will strike a nerve among her generation in much the same way her previous film, *Life, Liberty and the Pursuit of Happiness* (www.lifeliberty.net) served as a wake up call for young Americans about the importance of reproductive rights. An Official Selection at Sundance, the film screened at more than 200 festivals across the world and aired on the Sundance Channel this fall. Shlain is also the founder of The Webby Awards, hailed as “the online equivalent of an Oscar” by The New York Times.

For *The Tribe*, Shlain co-wrote the film with her husband, Ken Goldberg, an acclaimed artist, and her long-time collaborator, art director Gil Gershoni. The trio has worked together for a decade on projects, including The Webby Awards, an art installation at the Whitney Biennial, and *Life, Liberty & the Pursuit of Happiness*. The film also showcases celebrated spoken word artist Vanessa Hidary, who has appeared on HBO’s Def Poetry Jam, and a score by composer Paul Godwin, who won a Bay Area Critics Circle Award in 2003 for his original score of Tony Kushner’s *Homebody/Kabul*.

A panel discussion and Q&A will follow the San Francisco screening. Panelists will include Peter Coyote, Tiffany Shlain, Ken Goldberg, Gil Gershoni and spoken word artist Vanessa Hidary. New York-based Rebbetzin Hadassah Gross, the queen of Judeo-kitsch, will serve as the evening’s emcee.

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