



***For Immediate Release***

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**2006 SUNDANCE HIT *THE TRIBE*, A FILM TRACING**

**HISTORY OF BARBIE AND THE JEWISH PEOPLE, SET FOR**

**LOS ANGELES PREMIERE AT EGYPTIAN THEATER ON MARCH 30**

[www.tribethefilm.com](http://www.tribethefilm.com)

<b>WHAT:</b>	Los Angeles premiere of <i>The Tribe: An Unorthodox, Unauthorized History of the Jewish People and the Barbie Doll...In About 15 Minutes</i> followed by a panel discussion with the filmmakers
<b>WHEN:</b>	Thursday, March 30, 2006 8 - 9PM
<b>WHERE:</b>	Egyptian Theater's Alternative Screen 6712 Hollywood Boulevard, Hollywood, CA
<b>TICKETS:</b>	Tickets are \$9 for Adults, \$7 for Senior and Students, and \$6 for Members. Tickets can be purchased at the box office or <a href="http://www.tribethefilm.com/about_calendar.html">www.tribethefilm.com/about_calendar.html</a> or <a href="http://www.fandango.com">www.fandango.com</a>

**San Francisco, CA (March 7, 2006)** – What can Barbie tell you about being young and Jewish today?

In *The Tribe: An Unorthodox, Unauthorized History of the Jewish People and the Barbie Doll...In About 15 Minutes*, celebrated filmmaker 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 21<sup>st</sup> Century.

An official selection at the 2006 Sundance Film Festival, *The Tribe* is narrated by award-winning actor Peter Coyote, and weaves together archival footage, graphics, animation, dioramas, and slam poetry to take audiences on an electric ride through the complex history of both the Barbie doll and the Jewish people.

Presented by The American Cinematheque, a non-profit cultural organization dedicated to the public presentation of the moving picture, ***The Tribe* will debut in Los Angeles at the legendary Egyptian Theater on Thursday, March 30.**

“The fact that Ruth Handel, an American Jew, created the Barbie, is one of the great ironies of pop culture,” said Shlain, 35, who produced and directed *The Tribe*. “By tracing Barbie’s fascinating history, we hope to shed light on what it means to be an American Jew today.”

To spur a wider debate on religion, culture, and identity, audience members and the public at large can purchase “The Unorthodox Discussion Toolkit,” which includes the DVD, a film guide, and conversation flashcards with words like “kosher,” “guilt” and “Israel.” The discussion toolkit is available for purchase online at [www.tribethefilm.com](http://www.tribethefilm.com), where viewers are able to connect, discuss, and debate the film.

Receiving critical and popular acclaim from audiences nationwide, *The Tribe* recently won the Director's Choice Award from the prestigious Black Maria Film Festival.

“*The Tribe* is a brilliant, irreverent, wry and buoyant film about an icon of American culture, the WASPY Barbie doll, and it's creator, a Jewish woman,” said John Columbus, founder and director, Black Maria Film Festival. “The film is a stunning achievement and one of this year's biggest and most worthy hits. I love this film and so do audiences.”

Honored by *Newsweek* as one of the “Women Shaping the 21st Century,” Shlain is also the founder of The Webby Awards, hailed as “the online equivalent of an Oscar” by *The New York Times*.

Shlain said she hopes *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](http://www.lifeliberty.net)), served as a wake up call for young Americans about the importance of reproductive rights. An Official Selection at Sundance in 2003, the film screened at more than 200 festivals and events around the world and aired on the Sundance Channel in October 2005.

For *The Tribe*, Shlain co-wrote the film with her husband, Ken Goldberg, an acclaimed artist and professor of robotics at UC Berkeley, and her long-time collaborator, art director Gil Gershoni of Gershoni Design. The film also showcases celebrated spoken word artist Vanessa Hidary, who has appeared on HBO’s Def Poetry Jam, special animations by Stefan Nadelman and a score by composer Paul Godwin.

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