



the Tribe

*An award-winning film about the unauthorized, unorthodox history of
the Jewish people and the Barbie doll...in about 15 minutes.*

For Immediate Release

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To download film images and artwork, visit www.tribethefilm.com/about_press.html

THE TRIBE, A SHORT FILM TRACING

HISTORY OF BARBIE DOLL AND THE JEWISH PEOPLE,

CHOSEN AS OFFICIAL SELECTION FOR 2006 TRIBECA FILM FESTIVAL

www.tribethefilm.com
www.tribecafilmfestival.org

San Francisco, CA (April 11, 2006) – What can Barbie tell you about being young and Jewish today?

Directed by filmmaker Tiffany Shlain, *The Tribe: An Unorthodox, Unauthorized History of the Jewish People and the Barbie Doll...In About 15 Minutes* will make its New York debut at the 2006 Tribeca Film Festival, taking place April 25 – May 7, 2006 in New York City.

In *The Tribe*, 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.

The Tribe is one of 76 short films – narrative, documentary and student – selected from a total of 2,150 submissions. The film will screen in the Documentary Shorts Competitive Program.

A hit at this year's Sundance Film Festival, it was named by Indiewire's critiques poll as best short documentary. One of only two short films chosen from Sundance to play at Tribeca, it has struck a nerve among audiences of all faiths and backgrounds.

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.

"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 can shed light on what it means to be an American Jew today."

To spur a wider debate on issues of 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, where viewers are able to connect, discuss, and debate the film.

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's previous film, *Life, Liberty and the Pursuit of Happiness* (www.lifeliberty.net) was an Official Selection at Sundance in 2003, 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.

The Tribe will screen in the Shorts Program "Depth Perceptions" at The 2006 Tribeca Film Festival at the following times:

April 26, 2006 at 7:30pm, AMC/Loews Lincoln Square at 68th Street
Thurs 4/27, Noon, Press Screening at Tribeca Grand
May 1, 2006 at 3:15pm, AMC/Loews Lincoln Square at 68th Street
May 5, 2006 at 8:30pm, AMC/Loews at 34th Street
May 7, 2006 at 1:00pm, AMC/Loews at 34th Street

To purchase tickets, or for information on venue locations, please visit:
<http://www.tribecafilmfestival.org/festival-information.html>

www.tribethefilm.com

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