



The Boston Jewish Film Festival
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For immediate release

NEW DIRECTORS TAKE HELM

The Boston Jewish Film Festival Appoints New Managing and Artistic Directors

NEWTON, Massachusetts – May 14, 2009 – The Boston Jewish Film Festival announces the appointment of new Managing and Artistic Directors. Jaymie Saks is Managing Director; Sara Rubin is Artistic Director. “These selections are made to provide the organization with experienced and energetic leaders in key positions,” said Judy Ganz, board chair. “We are preparing the organization for dynamic growth, especially pivotal in these challenging economic times.”

Jaymie E. Saks has been appointed Managing Director of The Boston Jewish Film Festival, after serving for five years as Chief Operating Officer of the Jewish Women’s Archive. Her experience in strategic planning, budgeting, accounting, communications, human resources and technology will serve The Boston Jewish Film Festival well. Ms. Saks also has worked at Fidelity Investments and several consulting firms, and holds an MBA from Wharton.

Sara L. Rubin has been named Artistic Director, after serving as Executive Director of The Boston Jewish Film Festival for the past twelve years. Under her leadership, the annual November Festival attendance has grown to 12,000 annually, and additional year-round screenings have expanded to over 10,000 attendees. Ms. Rubin has managed marketing communications, budgeting, strategic planning, and human resources for the Festival. Her prior experience includes bank marketing and communications, consulting, and project management.

The Boston Jewish Film Festival Board of Directors has empowered this new team to strengthen the vision and strategic planning for the Festival, to increase development and fundraising, to initiate new programs, and expand year-round activities.

“The fact that we intend to grow and enliven our programming at this point in time is a great testimony to the strength of the Festival,” commented Judy Ganz. “The Festival is New England’s largest Jewish cultural event, and holds a respected position throughout the entire film community. We look forward to continuing this leadership role, and the strategic appointments of Jaymie Saks and Sara Rubin give our organization the capacity for continued success and growth.”

About The Boston Jewish Film Festival

The Boston Jewish Film Festival presents the best contemporary films from around the world on Jewish themes at its annual November Festival and throughout the year. Through features, shorts, documentaries, and conversations with visiting artists, the Festival explores Jewish identity, the current Jewish experience, and the richness of Jewish culture in relation to a diverse modern world. The Boston Jewish Film Festival, Inc. is a 501(c)3, not-for-profit arts organization.