

Contact: Darcy Maher, 732-729-9877, E-mail: dbmbildner@comcast.net

February 26, 2008

FOR IMMEDIATE RELEASE

RUTGERS' BILDNER CENTER PRESENTS
"FILM AS A CATALYST FOR SOCIAL CHANGE"
WITH FILMMAKER JUDITH HELFAND

NEW BRUNSWICK/PISCATAWAY, N.J. – The impact of film on environmental advocacy will be explored at a public program featuring **Judith Helfand**, filmmaker, activist, and educator. Helfand, who will show clips from her award winning film *Blue Vinyl* and her most recent film *Everything's Cool*, will be joined by **Rabbi Lawrence Troster**, scholar-in-residence at Greenfaith, an interfaith environmental coalition in New Jersey. Rabbi Troster will provide a Jewish perspective on environmental concerns. Professor **Faye Ginsburg** (New York University) will moderate the program.

The Abram Matlofsky Memorial Program funded by the Karma Foundation is presented by the Allen and Joan Bildner Center for the Study of Jewish Life at Rutgers, the State University of New Jersey. It will take place Monday, April 7, 7:30 p.m., at Trayes Hall, Douglass Campus Center, 100 George Street, New Brunswick. Advance registration is requested.

Judith Helfand is a co-founder of Working Films, a national organization that bridges high profile, non-fiction filmmaking and cutting edge social change organizing. Helfand is a faculty member at New York University's Undergraduate School of Film & Television, where she teaches documentary filmmaking.

Faye Ginsburg, the David B. Kriser Professor of Anthropology at New York University (NYU) is also the founding director of NYU's Center for Media, Culture and History, and the Center for Religion and Media.

To RSVP, contact the Center by March 31 at csjlrsvp@rci.rutgers.edu, or call 732-932-2033. For more information, visit jewishstudies.rutgers.edu, or contact the Center at csjl@rci.rutgers.edu or by telephone. The Allen and Joan Bildner Center for the Study of Jewish Life connects the university with the community through public lectures, symposia, Jewish communal initiatives, cultural events and teacher training.