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YIDDISH ROCK BAND -- YIDDISH PRINCESS – GIVES FREE CONCERT AT RUTGERS ON MARCH 10

NEW BRUNSWICK/PISCATAWAY, N.J. – Yiddish Princess, a Yiddish rock band, will perform at Rutgers on Tuesday, March 10. The band, which is helping to transform the tradition of Yiddish music by reconciling power pop and hard rock with Yiddish music, will take the stage at the Victoria J. Mastrobuono Theater, at 85 George Street in New Brunswick. The program will begin at 7:30 p.m. The concert will be followed by a discussion with members of the band moderated by Dr. Jeffrey Shandler, a professor of Jewish Studies at Rutgers, and an expert in Yiddish culture.

The concert ties into Shandler’s undergraduate course on the Culture of Yiddish, which surveys the language and its place in Jewish life from the Middle Ages to the present. “The idea of a Yiddish rock band may seem unlikely to some people,” Shandler notes, “but these bands have been around for several decades. For me, they exemplify contemporary Yiddish culture, which draws on the riches of Yiddish culture going back generations and infuses it with contemporary sounds and sensibilities. A survey of Yiddish culture would not be complete without listening to some Yiddish rock.”

The program is sponsored by the Department of Jewish Studies and the Allen and Joan Bildner Center for the Study of Jewish Life at Rutgers. It is free and open to the public and free parking is available. Advance registration is requested by emailing csjlsvp@rci.rutgers.edu or calling 848-932-2033. For more information, visit the website BildnerCenter.rutgers.edu.

Yiddish Princess was cofounded by Sarah Mina Gordon and Michael Winograd. Gordon, the band’s lead singer, has recorded and performed with the top Yiddish groups in the world, including The Klezmatics and Frank London’s Klezmer Brass All-Stars. Winograd, the group’s keyboardist, is a leading Klezmer clarinetist. The band released a self-titled EP in 2010. More information about Yiddish Princess can be found on their website at www.yiddishprincess.com.

The Department of Jewish Studies offers an interdisciplinary approach to the academic study of all aspects of the Jewish experience at both the undergraduate and graduate levels.

Courses offered by the department, which are open to all students, address the historical, social, cultural, religious, and political life of the Jewish people from ancient times to the present.

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.