



## **FOR IMMEDIATE RELEASE**

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## **VETERAN SAN FRANCISCO FILMMAKERS HONOR YOUTH ACTIVISM WITH WORLD PREMIERE OF *HAVANA CURVEBALL* AT JEWISH FILM FESTIVAL.**

*-- Celebration to follow features Bay Area teen activists  
and nonprofits leading the field of youth service --*

(SAN FRANCISCO, CA – June 24, 2014) PatchWorks Films, the award-winning San Francisco-based team of veteran filmmakers Marcia Jarmel and Ken Schneider, are pleased to announce the world premiere of *HAVANA CURVEBALL*, a coming-of-age story about baseball, Cuba, family, and the complexities of trying to do the right thing. The historic Castro Theater will host the San Francisco Jewish Film Festival screening of the film at 2:40pm on Sunday, August 3rd, 2014. Tickets are \$14, available at: <http://bit.ly/SFJFF-premiere-tix>.

After the screening, the festival audience is invited to a free celebration of youth activism hosted by Congregation Sha'ar Zahav, located at 290 Dolores St. in San Francisco. At the party, Bay Area teens and organizations involved in the field of youth service will share their work with the film's audience.

**ABOUT THE FILM** — Marcia Jarmel and Ken Schneider's new documentary HAVANA CURVEBALL is about Mica, an enthusiastic, idealistic young teen who also happens to be their son. The film follows him from age 13, as he is studying for his Bar Mitzvah, the Jewish coming-of-age rite. Mica takes to heart his Rabbi's requirement to help "heal the world." Imagining himself a savior of sorts, he launches a grand plan to send baseballs to Cuba, a country with a mysterious pull. He knows only that Cubans lack resources and love baseball, and that Cuba saved his grandpa's life during the Holocaust. On a hunch, his award-winning filmmaker parents pick up their camera. They know the U.S. embargo with Cuba—and the complications of growing up—will throw him a curveball. Marcia and Ken live in San Francisco in the Richmond District.

**ABOUT THE EVENT — Sunday, August 3rd, 2014**

**World Premiere Screening** / 2:40 PM

Castro Theater, 34th San Francisco Jewish Film Festival

**After-party & Youth Activism Showcase** / 4-6 PM

Congregation Sha'ar Zahav, 290 Dolores Street, San Francisco

**Additional Screening — Sunday, August 10, 2014**

Grand Lake Theater, Oakland / 12:15 PM

**ABOUT THE FILMMAKERS** — Marcia Jarmel & Ken Schneider of PatchWorks Films are a veteran husband and wife team who have been making award-winning documentaries since 1994, exploring contemporary social issues through intimate character stories. Their films have screened on public television, at film festivals, museums, community centers, public libraries, universities, and schools around the world. Additionally, Ken has edited films recognized with an Oscar nomination, an Emmy, a Peabody, a Columbia-Dupont, an Indie Spirit Award, and top awards at Sundance.

**PRESS KIT AND TRAILER AT: [www.HavanaCurveball.info](http://www.HavanaCurveball.info).**

The filmmakers are available for interviews.

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## **WHAT HAVANA CURVEBALL'S AUDIENCE IS SAYING...**

### **A mom...**

*"My son wants now to bring baseball and soccer gear ... to Cuba. He was VERY touched...VERY! Thank you for inspiring his generous spirit."*

### **A middle schooler...**

*"One of the messages that I took away from the movie was the obvious one of never giving up.... Especially for a kid like me, to see an older kid showing strength and perseverance makes me want to do something that could help my community."*

### **A high schooler...**

*"It showed me that not all the people in the world have the opportunities in life like I do. It was very inspirational."*

### **A teen activist / showcase participant...**

*"I learned how willing people from the community are to help teens who care about helping others...To see other teens working on such amazing projects that are really making a difference was truly inspiring."*

### **A classroom teacher...**

*"For me the takeaway was about human interaction. As connected as kids today are to technology, the real experiences happen with real people, but you need to lift your head up from that screen to have them!"*

### **A service learning educator...**

*"Havana Curveball takes you on a journey that is both beautiful and uncomfortable. This film paints a realistic and refreshing picture of one young man's journey to give back, and the challenges he encounters along the way. It is in times of discomfort and challenge that our greatest lessons are learned."*

### **A festival programmer...**

*"Takes viewers on an amazing journey that shows just how difficult and complex it can be to do a simple good deed. The film is inspirational in the best way, because it shows the world both as it is, and as it could be, if only more people would persevere to make it a better place."*

### **A journalist...**

*"Until the two governments come to their senses, films such as HAVANA CURVEBALL will serve as the bridge between both countries, the friendship between their athletes, and the warmth between their people. Mazel tov to the film's makers and its viewers."*