

## FOR IMMEDIATE RELEASE:

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**Learning for life.**

### **The Butterfly Project Travels to Poland for Principal Photography on Documentary**

**San Diego, CA - April 7, 2012** - The Butterfly Project (*Zikaron V'Tikvah*) film documentary will spend two weeks in Poland from April 18 to 25 filming principal photography on the documentary. The film production team will join San Diego Jewish Academy students as part of the students' senior seminar course. A worldwide cause, the Butterfly Project, is consistently growing larger and more encompassing. The film strives to immortalize and celebrate its growth on film.

The Butterfly Project was started to memorialize the 1.5 million children killed in the Holocaust through the creation of ceramic butterflies that honor their memory. The program is an educational, hands-on experience that has been adopted worldwide. Its ultimate goal is to promote peace and create greater tolerance generally and globally. The Butterfly Project has been expanding rapidly, particularly in the last 18 months, to include more locations and increasingly bolder and larger memorials. Seventy-five thousand butterflies have already been painted and displayed in 200 different locations including museums of tolerance, high schools, churches, public facilities and temples all over the globe.

Prior to the trip, the students met with numerous San Diego-area Holocaust survivors, many of whom are from Poland, in order to absorb the information and history in their individual stories. Although Holocaust survivors are aging rapidly, many bravely remain involved in Holocaust education as their lives become more challenging.

Shooting will take place primarily in Warsaw and Krakow and also stop in smaller cities between the two. Students will bring the butterflies they painted with the survivors to the Lauder-Morasha Jewish day school in Warsaw. The school was opened by the Ronald S. Lauder Foundation in 1994, building upon the success of the Lauder Kindergarten created in 1989. It is the first school under Jewish auspices in Warsaw since 1949. In 2007, its enrollment was 240 students, ranging in age from three to 16 years old (pre-school to Grade 9).

"We recently learned about the existence of a Jewish day school in Warsaw. We immediately knew that our students needed to make a connection there and in several other places. They will leave their mark in Poland by jointly creating a butterfly installation with the students of the Lauder-Morasha school in a place where vibrant Jewish life was all but erased," said Cheryl Rattner Price, founder and creative director for the Butterfly Project.

Filming of the documentary began on March 21 and 22, 2012, at SDJA's upper school with the school's seniors presenting their insights and emotions about being Jewish in a dialogue with local San Diego Holocaust survivors. The goal of the resulting film is to promote tolerance, elevate awareness about the project and increase participation from other cities worldwide.

For interview inquiries with the filmmakers or for more information about the Butterfly Project (*Zikaron V'Tikvah*), please contact Craig S. Hyman at [craigshyman@gmail.com](mailto:craigshyman@gmail.com) or call (917) 854-6315 (US mobile phone number).

### **About SDJA:**

Serving infants to high school seniors, San Diego Jewish Academy challenges students to achieve their full academic potential and become individuals of strong moral and ethical character, while inspiring them to make Judaism a vital and relevant aspect of their lives.

For more information about San Diego Jewish Academy, visit [www.sdja.com](http://www.sdja.com)

For more information about the *Butterfly Project* (*Zikaron V'Tikvah*), [http://www.sdja.com/jewish\\_life\\_butterfly.php](http://www.sdja.com/jewish_life_butterfly.php).