

## FOR IMMEDIATE RELEASE:

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**Learning for life.**

### **Principal Photography For *The Butterfly Project* Documentary To Begin On March 21 and 22 At San Diego Jewish Academy In Carmel Valley**

San Diego Jewish Academy's *Butterfly Project* (*Zikaron V'Tikvah*) 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 has been expanding rapidly, particularly in the last 18 months, to include more locations and increasingly bolder and larger memorials. These occurrences are moving the project in the direction of becoming a world-wide memorial movement.

A documentary film is being made about this grassroots initiative based in San Diego that has reached over 200 cities worldwide. Filming will commence on March 21 and 22 at SDJA's upper school, where the school's seniors will present their insights and emotions about being Jewish in a dialogue with local San Diego Holocaust survivors. Next month, the students will visit Poland as part of their senior seminar course and will bring the butterflies that they painted with the survivors to a Jewish school in Poland.

"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 installing their own butterflies in a place where vibrant Jewish life was all but erased," said Cheryl Rattner Price, founder of the *Butterfly Project*.

Holocaust survivors are aging rapidly, but many bravely remain involved in Holocaust education as their lives become more challenging. Many of the survivors are from Poland and this small group of committed SDJA students is absorbing all that they can from the survivors prior to their trip. The resulting footage will elevate awareness about the project and get more cities to participate.

### **DETAILS:**

**March 21 and 22, 10:00 am - 5:00 pm**

**San Diego Jewish Academy**

**11860 Carmel Creek Rd**

**San Diego, CA 92130**

To attend this event, please contact Joshua Nunn at (619) 302-4694 or [jnunn@sdja.com](mailto:jnunn@sdja.com) or Craig Hyman at [craigshyman@gmail.com](mailto:craigshyman@gmail.com) or (917)-854-6315, as gate access is required to enter SDJA.

**ABOUT SDJA:** San Diego Jewish Academy offers infants to high school seniors a unique environment that challenges students to achieve their full academic potential and become individuals of strong 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).