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For Immediate Release

**THE JEWISH COMMUNITY CENTER OF SAN FRANCISCO
IN PARTNERSHIP WITH BE'CHOL LASHON PRESENTS
PURIM UNMASKED: AN OFF-STREET FESTIVAL
SUNDAY, FEBRUARY 28**

SAN FRANCISCO, February 10, 2010—The Jewish Community Center of San Francisco (JCCSF), in partnership with Be'chol Lashon (In Every Tongue), presents “**Purim Unmasked: An Off-Street Festival**” on Sunday, February 28 from 11 am to 2 pm. Traditionally celebrated with a joyous, irreverent, and carnival-like atmosphere, the Purim holiday commemorates the Jewish people’s survival against great odds. It is also celebrated by reading the biblical story of Esther, sharing gifts of food with friends and donating to help the needy. The Off-Street Festival is an unconventional re-imagining of these traditions open to the entire community.

Highlights of the Festival will be food, wine, musical performance by teen and ethnic music ensembles, and a host of activities designed for all ages, including face painting, henna art, and hamantashen baking. All Festival activities are free, with a small fee charged for food items.

In addition to play equipment for children, the many family-friendly activities in **Kanbar Hall** will include a Bouncy House, face painting, carnival games, balloon animals, the opportunity to make Purim crowns, masks and royal jewels, and decoration of a tzedakah box to benefit the Abayudaya Jews of Uganda.

A host of activities for adults and teens will take place in the **Pottruck Family Atrium**, including a henna artist, crafts vendors, fortune telling and a special wine tasting offered by Rimon Winery, owned and operated by a third-generation farming family in Israel’s Upper Galilee.

Performances in Kanbar Hall and on the Atrium Stage will include latin jazz with **Futuro Picante**, rock music with **The She’s**, martial arts with **Capoeira Sul da Bahia** and steel drumming with **Mary Spalding of Steel Jam**.

Be’chol Lashon (In Every Tongue) grows and strengthens the Jewish people through ethnic, cultural, and racial inclusiveness. Be’chol Lashon is a research and community building initiative of the Institute for Jewish & Community Research, a non-profit organization based in San Francisco with staff, programs and community partners throughout the world. For more information, please visit www.BecholLashon.org.

The **JCCSF** has been serving the Bay Area since 1877 with programs that transform people's lives – mind, body and spirit. A home away from home for San Franciscans of all faiths and backgrounds, the JCCSF welcomes more than 5,000 guests each day, presenting them with world-class cultural events, a state-of-the-art fitness center and hundreds of inspiring educational, recreational and social programs. From three outstanding preschools and a renowned after-school K – 6 enrichment program to hot kosher lunches and daytime activities for older adults, the JCCSF offers singular programming designed to meet the needs of children, teens, parents, interfaith families, Russian émigrés and many other segments of the San Francisco community. Programs are made possible through generous community support, enabling the JCCSF to provide free and low-cost programs as well as generous financial assistance – ensuring that the Center is accessible, welcoming and nurturing to all.

The JCCSF is located at 3200 California Street (at Presidio). For more information, please visit www.jccsf.org.

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