FOR IMMEDIATE RELEASE

‘Keeping the Spirit Alive’ film on Alzheimer’s named ‘Critic’s Choice’ at ReelAbilities Film Festival

MINNETONKA, MN, June 9, 2015 –

The ReelAbilities Film Festival, sponsored by the Independent Filmmaker Project Minnesota, recently named the Twin Cities Jewish Community Alzheimer’s Task Force’s film, “Keeping the Spirit Alive” as one of its “Critic’s Choice.”

The Film Festival is dedicated to promoting awareness and appreciation of the lives, stories and artistic expressions of people with different disabilities. “Keeping the Spirit Alive” features several community members sharing their personal stories about caring for a loved one with Alzheimer’s. Producers Midge Bongard Frailich, Judy Witebsky, and Rita Kelner and their team of volunteers spent more than 400 hours conducting interviews, editing and evaluating content for the project.

As part of the festival, the film will be screened:

- 8 p.m. Friday, June 12, at the New Hope Cinema Grill (2749 Winnetka Ave. N.)
- 11 a.m. Saturday, June 13, at MacPhail Center for Music (501 S. Second St., Minneapolis)

The film was originally screened at the “Keeping the Spirit Alive” conference May 3 at the Sabes Jewish Community Center. The Twin Cities Jewish Community Alzheimer’s Task Force sponsored the conference for caregivers and those supporting a loved one with dementia. Nearly 300 people attended the conference – each one learning valuable skills for caregiving and about necessary community resources that are available to them.

Jewish Family and Children’s Service of Minneapolis (JFCS) Aging and Disability Services Director Annette Sandler is Co-Chair of the Twin Cities Jewish Community Alzheimer’s Task Force, a committee of JFCS and Jewish Family Service of St. Paul (JFS).
Sandler has seen the devastating effect of Alzheimer’s through her work at JFCS. She said the agency’s Aging Services programs, which serve the broad community, have seen an increase in the number of clients that have memory loss, Alzheimer’s disease or other cognitive problems.

Alzheimer’s is recognized by many as the next biggest public health epidemic and the disease is so often devastating to families. JFCS is a leader in an effort to prepare Minnesota for the budgetary, social and personal impacts of this disease, through its heavy involvement in the statewide, volunteer-driven organization, ACT on Alzheimer’s. JFCS was recently named one of the top 12 “High-Impact Nonprofits” in the field of aging in Minnesota by MNSights magazine.

For more information contact Sandler at 952-542-4866 or asandler@jfcsmpls.org. To view the “Keeping the Spirit Alive” film, visit the blog at www.jfcsmpls.org.

About JFCS
Jewish Family and Children’s Service of Minneapolis (JFCS), a non-profit located in Minnetonka, provides essential services to people of all ages and backgrounds to sustain healthy relationships, ease suffering and offer support in times of need.