



FOR IMMEDIATE RELEASE

CONTACT: Michael Krause/Foundry Communications
(212) 586-7967/mkrause@foundrycomm.com
For Screeners: Danielle Hawkes
(212) 586-7967/dhawkes@foundrycomm.com

**{Docurama Film Festival II}
*Official Selection***

“A great pleasure, a real joy!”
-- *New York Post*

“A film of brilliant subtlety...reveals a fascinating subculture”
-- *LA Weekly*

**WHAT HAPPENS WHEN THE LAST CITY STEAMBATH
BECOMES THE NEXT HIP THING?**

**ON SEPTEMBER 26, TAKE A PEEK AT THE UNDERGROUND
RITUAL THAT BRINGS TOGETHER GANGSTERS, MODELS, RABBIS
AND OTHER LIVELY CHARACTERS FROM ALL WALKS OF LIFE**

THE SHVITZ

The DVD Release Of This Festival Favorite Features Filmmaker Commentary
and Two Bonus Films: “The City” and “Third Avenue El”

NEW YORK, NY – What happens when the last city steambath becomes the next hip thing? **THE SCHVITZ**, a lively and funny documentary full of “swagger and style¹”, captures the spirit of a fading New York subculture and details the fascinating history and lively characters behind the doors of urban communal bathhouses. Through award-winning cinematography, director Jonathan Berman (*My Friend Paul, Commune*) introduces a lively cast of characters including rabbis, gangsters, models and butchers, all of them “shvitzing” (or sweating in Yiddish) together. Available as part of the Docurama Film Festival II on September 26 for \$26.95SRP, **THE SHVITZ** is a rejuvenating look at one of the world’s oldest rituals.

Originally an Eastern European tradition, this secret world still manages to exist as a spirited answer to today’s world of high tech spas and suburban hot tubs. As the bathers take a break from the grind of daily urban life to wash away their worries, they find conversation, rejuvenation, and unlikely friendships in the baths. **THE SHVITZ** points to the evolution of modern urban life, presenting a lively co-ed bathing experience that bears more than a passing resemblance to a night at the singles bar.

-more-

¹ The New York Daily News

“Equal parts standup comedy and Talmudic euphoria.”
 – *NY Press*

As this eclectic group of bathers sets out in search of “good food, good people and good heat,” THE SHVITZ chronicles not only their present activities but a glimpse into the ancient ritual itself. A rare insider look at the bathhouse from its legendary beginnings, through the gay bathhouse movement, and beyond, THE SHVITZ captures the warmth, spirit, and togetherness of an age-old ritual before it fades away.

Available on DVD for the first time, THE SHVITZ is a documentary classic that has been an official selection at over 60 festivals worldwide. In addition to the critically-acclaimed film, the DVD release also features filmmaker and editor commentary, director and crew biographies, and two bonus films: “The City” and “Third Avenue El”, complete with an introduction from director Berman.

About Docurama Film Festival™

Inspired by the unique, creative energy and exclusive “buzz” only experienced at a film festival, Docurama launched an innovative, home entertainment industry first in June 2006 with the DOCURAMA FILM FESTIVAL (DFF). Creating a new way for audiences to experience the excitement of a festival, anywhere, and at any time, on DVD, the DFF features a slate of astonishing, unforgettable films home viewers won’t see anywhere else and a host of singular tools to help deepen the viewing experience -- a dedicated website featuring filmmaker Q&A’s, podcasts, an interactive “buzz” blog, a festival catalog and more. The first festival launched on June 27; DOCURAMA FILM FESTIVAL II is scheduled for September 26, 2006. The DOCURAMA FILM FESTIVAL will change the way audiences view documentaries on DVD forever.

About Docurama

Founded in 1999 by parent company New Video Group Inc., Docurama is the only label dedicated exclusively to bringing critically acclaimed and cutting-edge documentary films to the home entertainment marketplace. Since its launch, Docurama has released over 150 award-winning and highly acclaimed films including D.A. Pennebaker’s *Bob Dylan: Dont Look Back*, *Brother’s Keeper* and *Paradise Lost* from acclaimed filmmaking partners Joe Berlinger & Bruce Sinofsky, *Southern Comfort*, *Lost in La Mancha*, *Lost Boys of Sudan*, *Andy Goldsworthy’s Rivers and Tides Working With Time*, the 2005 theatrical sleeper hit *The Wild Parrots of Telegraph Hill* and the widely acclaimed Sundance Channel documentary series *The Staircase*. Among Docurama’s collection of Academy Award® winners and nominees are *Murder on a Sunday Morning*, *The Weather Underground*, *Maya Lin: A Strong Clear Vision*, *Regret To Inform*, *Children Underground*, *Sister Rose’s Passion*, and *Sound and Fury*. New Video is also the exclusive label and distributor for the A&E Home Video, The History Channel® and Biography®. To find out more about these or any Docurama films visit www.newvideo.com or www.docurama.com

#

THE SHVITZ

Pre-order date:	August 29, 2006	Genre:	Documentary
Street date:	September 26, 2006	Sug. Retail Price:	\$26.95
Rating:	N/A	Catalog #:	NVG-9812
Running Time:	88 mins.	Screeners:	Avail. upon request
Format:	DVD	Color Art:	Avail. upon request