



For Immediate Release

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Israel Inside Premiere to be Focal Point of Chicago Community Israel Independence Day Celebration

(Chicago)- The Chicago community kicks off the celebration of Israel's Independence Day with the Chicago Premiere screening of *Israel Inside: How a Small Nation Makes a Big Difference* and an exhibit of Israel's 64 years of innovation on Thursday, April 26 at the North Shore Center for Performing Arts, 9501 Skokie Boulevard Skokie, IL. The exhibit opens at 5:30 PM and the screening, with remarks by the film's Associate Producer and Chicago native, David Coleman, begins at 7 PM. Guests will be welcomed by the Chicago Bear's Gabe Carimi, who will be available for photos and autographs, as well as Dan Proft, WLS Radio and Fred Cohen, Maccabi USA.

Israel Inside: How a Small Nation Makes a Big Difference, is a 55-minute documentary produced by JerusalemOnlineU.com portraying Israel 'beyond the conflict,' an often unreported side of this small country. It is narrated by Dr. Tal Ben-Shahar, a New York Times Bestselling Author and former Harvard professor known for teaching the university's most popular course, Positive Psychology.

Dr. Ben-Shahar examines the core character strengths that have enabled Israelis to overcome challenges and turn a desert into a flourishing society. "This film doesn't exist in a universe of its own – it is within the context of the conflict in the region," said Ben-Shahar, "By shifting the focus onto the strength and resilience of the Jewish people in the face of adversity, we hope it may help ultimately in helping to counter the conflict."

Dr. Ben-Shahar said at a Jerusalem press briefing that the film is largely about addressing perceptions, or misperceptions, that many people have about the Jewish State. "I think about Israel as a country driven by technology and prosperity, while many others think only about camels, war and falafel," he said. "The film changes the conversation and erases lingering stereotypes. We have a lot to celebrate as a nation and the film was made to change the focus people have about Israel."

Ben-Shahar is joined on-screen by Professor Alan Dershowitz and leading Israeli entrepreneurs, businessmen and political figures, including Jerusalem Mayor Nir Barkat; Better Place's Shai Agassi; Teva's Eli Hurvitz who passed away recently and venture capitalists Jonathan Medved and Erel Margalit.

"*Israel Inside* is an inspiring film that portrays the often hidden faces of Israel to the world," said Rabbi Raphael Shore, producer of *Israel Inside*. "The film explores the essence of what makes Israelis thrive. This is the Israel that exists outside of the conflict, and is one that deserves to be highlighted, internalized and celebrated."

The event is sponsored by CAMERA, Chicago Torah Network, Israel Bonds, JerusalemOnlineU.com, JET-Jewish Education Team, StandWithUs, The Israel Project and Volunteers for Israel.

Tickets (\$15 adults, \$10 children under 13) for the film and the exhibit are available at the box office in person, by phone [\(847\) 673-6300](tel:847-673-6300) or online at www.IsraelInsideTheMovie.com/Chicago.

As part of JerusalemOnlineU.com's '64 FOR 64' campaign to celebrate Israel's 64th birthday, 64 leading communities in more than 20 countries will be joining together on or around Independence Day to screen *Israel Inside*. Due to high demand, organizers of the campaign are now aiming to double the number of screenings. Viewers in theatres, Jewish community centers and synagogues are expected to reach in the tens of thousands.

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View Trailer at <http://youtu.be/RGmrunBFdpg>