

Shoah

Ambassadors

Guest Thoughts from Premiere

“How to teach the Shoah, pass on "lessons learned", always lessons of LOSS, to kids who are full of life, energy, hormones, looking forward to everything? How to bridge the gap of age, culture of the 1930 and 40's vs today's culture? And even bridge the gap between Black and White. Very difficult but I think this excellent documentary has done it. The film introduces us to two attractive, talented, young people, Curtis and Hailey, who explain the Holocaust in their own words, to their own audiences. And they use their art to help do this. That is how you the Holocaust is transmitted, from one generation to the next. The fact that Curtis is a young African-American involved in rap music makes this film break new ground in the discussion, who is talking to whom?” – **Rene Lichtman, Holocaust Child Survivor**

“In times, when people today are so overwhelmed with their own everyday lives, you seemed to provide a perspective and clarity through SHOAH that teaches us not only about real life and survival, but that history ignored, denied and/or forgotten, will more than likely repeat itself. We should never assume it can never happen again, when one understands how easy it happened in the past. – **Tony Schimizzi**

“You’ve made an important and fresh documentary for Holocaust education. I think having sensitive young people coming together with Holocaust survivors to learn and to teach about the Holocaust through music and art, is an important and effective way of reaching a new and younger generation.” – **Charles Silow, PhD, Program Director, Holocaust Survivors & Families**

“Shoah Ambassadors succeeds in bringing the story of the Holocaust alive for a whole new generation of young people and adults. It is a masterful and profoundly moving depiction of the past, present and future, and should be seen by all those who cherish decency and have resolved to rid our world of hate.” – **Rabbi Daniel B. Syme, Rabbi Emeritus, Temple Beth El**

“With the rise of anti-Semitism in our country and elsewhere in our world, this extraordinary film provides a significant reminder of the horrors of the Holocaust to viewers, young and old.” – **Sue Marx, Sue Marx Films, Academy Award 1987**

“After talking with a social studies colleague today, we are both excited to be able to use the documentary in the social studies classes at the high school. The students' excitement after viewing the film yesterday was heartwarming - it was obvious a connection was made. The students were engaged with the film, the survivors, and the young man and young lady in the film and are still talking about it today. They cried, they listened, they learned, and they understood. What a great experience for all involved and such an innovative way to bridge the gap in their learning. We were so fortunate to be a part of this whole experience.” – **Shannon Hadley, Teacher, Novi K-12**

Shoah

Ambassadors

Guest Thoughts from Premiere Cont.

"It's rare that a film makes you think 'everyone should see this.' But that's the case with Shoah Ambassadors. As a society, we are forgetting The Holocaust. This film, when widely seen, will help, in a completely new way, ensure that we can live up to the mantra 'Never Again.'" –

Matt Friedman, Co-Founder, Tanner Friedman Strategic Communications, Former Television News Producer

"Two years ago, independent filmmaker Keith Famie saw a problem that needed solving: new generations of students that just didn't know what they didn't know, about the Holocaust and what led up to it. He imagined the project that you'll see reflected in his film *Shoah Ambassadors*. In Keith's telling of it, you'll see the brilliant interpretations of the film's young visual and musical artists, taking what they learned to a new generation of non-Jews and Jews. But also watch for the artistry of the filmmaker himself in weaving their works with historical footage into a powerful and deeply moving telling of a horror that could -- but must not -- happen again." – **Dan Alpert, Senior VP, Retired, Detroit Public Television**

"Shoah Ambassadors is essential viewing for today's young people and others who may be tragically unaware of the history of World War II. It's an exceptional film that should be seen by everyone." – **Fred Nahhat, SVP, Production, Detroit Public Television**

"Shoah Ambassadors is a film written produced and directed by a non-Jewish man who felt the need to make sure younger generations are educated about the Holocaust and that the atrocities of the Holocaust are NOT FORGOTTEN. The song by young rapper, Curtis, entitled, NEVER AGAIN, should be played in multiple venues, in schools, in the context of educating, learning and teaching NEVER AGAIN. The film should be a mandatory class with discussion for the younger generations. It could work well in history lessons as the younger generations will be able to relate with the young artists in the film. The scene where the filmmaker is interviewing high school students who have no idea whatsoever of the Holocaust is POWERFUL. It shows the lack of knowledge and that this subject is a big UNKNOWN. This filmmaker addresses head on the big problem of keeping the history of the Holocaust from being forgotten. Bringing this subject matter to the forefront is POWERFUL." – **Cathy & Jim Deutchman**

"Keith Famie has produced a powerful learning tool with his documentary film, Shoah Ambassadors. Living survivors of the Holocaust tell their stories to two young members of today's Generation Z. They, in turn, are tasked with becoming ambassadors of these survivors' stories and are encouraged to educate their generation about this time in our history. By using these young Ambassadors to narrate the story, Famie's film is sure to connect with the younger generation and can be used as a catalyst to spark conversation about the power of hatred, but more importantly, the power of knowledge. Shoah Ambassadors is a poignant reminder of the cost of hatred. This history should not be lost but be embraced as a compelling lesson to all young people about the importance of working together to foster tolerance and understanding among the human race. Arming future generations with the knowledge of past events will help ensure this barbaric act of wickedness will never occur again." – **Sandee Singer**

Shoah

Ambassadors

Guest Thoughts from Premiere Cont.

“Shoah Ambassadors It’s a bittersweet combination of sadness and promise. One of the most moving moments for me was when the film captured the look in Curtis’ eyes when he recognized that “Never Again” is not just about those who died in the Holocaust. It’s also about him and his world. I applaud you and your team for the vision and for the result.” –

Linda F. Zyla

“The film showcases two young ambassadors who have broad appeal to carry forward the lessons of the Holocaust, in a fresh and innovative manner. After watching the film, I have a renewed sense of optimism that the lessons of the Holocaust will be shared with a wide audience well into the future. The film matches or exceeds the quality of anything we see coming out of Hollywood. The story is told in a way that can and should be showcased in classrooms across our country. In short, Shoah Ambassadors is an exceptional film, with many lessons that need to be taught over and over. This is a film that my grandchildren will need to study, along with their classmates (when they reach a suitable, but still young, age). More importantly, the film has broad appeal within a diverse society, which will expand the audience and become a fresh tool for shining a light on horrors that must never again gain a foothold in any society.” – **Steven R. Cole**

“The Shoah Ambassadors presented me with the same impression as when I first saw the Salvador Dali’s painting The Last Supper at the entrance to the Washington National Museum. I didn’t know he could paint with such realism. Hailey Callahan and Curtis Bates, the movie’s “stars”, walked through the Holocaust Museum with looks like “I didn’t know this”. While they moved through the film, and they truly did move through the film, from meeting survivors to Israel and back to the museum, their desire to understand what they were learning was very real. The film is a lesson to be learned.” – **Jack Kaufman, CPA**

“The stories from each survivor touched me and will touch everyone that watches this documentary. And bravo to Hailey and Curtis for the amazing job they did! Again, congratulations to you and the Visionalist Entertainment Production team for creating this inspiring film.” – **Ali Sabbagh**

“Powerful film of 2 young perspective as they go through their learning journey of the Holocaust. Meeting the brave survivors and hearing their unique navigations of survival, mostly as young children. The powerful message of this film speaks to the youth in a compelling way to learn about this horrific time in history, so never to be repeated. Very well done. Thank you for sharing this film with us and the world.” – **Mike & Kim Degg**

Shoah

Ambassadors

Guest Thoughts from Premiere Cont.

“The documentary film Shoah Ambassadors achieves a vital next step in achieving **Never Again**...which I also refer to as **Never Forget**. Leading the journey of **DISCOVERY** of the Holocaust by two young people in a non-academic, experienced-based learning approach that includes reflection allows the information to become accessible and relevant. (For far too many, the Holocaust is NOT taught in schools - this must be acknowledged!) Showing how open everyone in the film is to not-knowing, encouraging questions with honest answers, and the students processing of this mostly new information through their words and art elevates the story of the Holocaust to becoming personal for all involved. And again, accessible, and relevant. Promoting intergenerational relationships to share history and first-person experiences is critical to humanity moving forward. **Bravo to Shoah Ambassadors for their achievement.** *I would love to see Hayley’s glass railroad car with butterflies next to Fred’s bear at Yad Vashem, with Curtis’s Never Again music video on display for people to watch. Create and intergenerational Never Again Installation....?”* – **Amy Nederlander, Co-Founder & President, LIFE Leaders, Inc.**

