



For Immediate Release

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## SHTICK SHIFT: JEWISH HUMOR IN THE 21<sup>ST</sup> CENTURY

(This isn't your zayde's comedy!)

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Sarah Silverman's shocking stand up. Judd Apatow's foul mouthed morality plays. Sacha Baron Cohen's provocative alter egos. This is definitely not your zayde's Jewish comedy.

Even the once revolutionary, understated "Jew-ish" and "Israel-lite" flavor of Seinfeld has been replaced by a brutal matter-of-factness that would make earlier generations cringe.

Just compare early Jewish vaudeville star Fanny Brice, who sang quaint tunes like "Second Hand Rose" and "My Man" to Silverman's notorious (and hilarious) musical compositions like her twisted paean to the elderly, "You're Gonna Die Soon," and the infamous "I Love You More" ("Than Jews Love Money").

Author Simcha Weinstein calls this daring new comic sensibility "**The Shtick Shift.**"

Unlike their comedic predecessors, Jewish comedians of the 21st century – such as *The Daily Show's* Jon Stewart, Larry David of *Curb Your Enthusiasm*, and Jewfro'd movie stars Seth Rogan and Jonah Hill-- don't play down or apologize for their heritage. They offer fresh perspectives on familiar themes in Jewish humor: politics, money, assimilation and the trappings of success.

Think of Shtick Shift as the 21<sup>st</sup> Century's primer to the ever-changing face of Jewish comedy: new faces, outrageous routines and sometimes surprising seriousness about the most (de)pressing issues of our time.

The book takes apart Jewish humor and reconstructs it using today's Jewish comedians' outrageousness as the new model of how far, far out humor can go.

You'll laugh out loud and be occasionally outraged as you read "Shtick Shift." Tell your friends to buy it!

## About the Author

Rabbi Simcha Weinstein is an internationally known, best-selling author. His first book Up, Up and Oy Vey! How Jewish History, Culture and Values Shaped the Comic Book Superhero, received the prestigious Benjamin Franklin Award for the best religion book of 2007. He's appeared on CNN Showbiz Tonight and NPR, and been profiled in leading publications, including The New York Times, The Miami Herald and The London Guardian.

Simcha Weinstein an ordained rabbi, chairs the Religious Affairs Committee at the renowned New York Pratt Institute. He is the founder of the downtown Brooklyn Jewish Student Foundation, an educational and cultural center that strives to ignite Jewish pride and values through innovative educational and social experiences in an open environment.

He lives with his family in Brooklyn Heights, New York and can be reached at [www.rabbisimcha.com](http://www.rabbisimcha.com).

## Advance praise for Shtick Shift

"Simcha Weinstein is one of the freshest, boldest, and funniest voices writing about American Judaism today. Shtick Shift is the latest addition to his impressive body of work. It will have you laughing in your latkes and repeating jokes in services."

-- Bruce Feiler, author of Walking the Bible and Abraham

"A Wikipedic collection of humorous solutions to today's insoluble problems by the hippest Jewish funsters. Bill Moyers, Charlie Rose, Brian Lamb and C-Span take note."

-- "Jerry Stiller, Actor"

"One of the most intelligent, ground-breaking books on Jewish comedy I've ever read. And me saying this has nothing to do with the fact that I'm in it. That part is a total coincidence."

-- Jonathan Kesselman, director/writer of The Hebrew Hammer

"Shtick Shift is extraordinarily knowledgeable and insightful about the current state of Jews, humor and America. Simcha Weinstein has a lot to teach, and provides plenty of laughs along the way."

-- Joseph Telushkin, author of Jewish Humor and Jewish Literacy

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