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**JEWLICIOUS FESTIVAL 4.0 FEBRUARY 29 - MARCH 2, 2008
MUSIC • SPIRITUAL GATHERING • INTERNATIONAL CONFERENCE
UNLIKE ANY OTHER WEEKEND IN JEWISH HISTORY**

Long Beach, Calif. – January 7, 2008 – **JEWLICIOUS FESTIVAL 4.0**, the largest youth festival of contemporary Jewish culture and identity will be held in Long Beach, CA February 29th- March 2nd 2008 at the Alpert Jewish Community Center bringing hundreds of students and young professionals together for 60 hours of music, food and fun. The annual gathering celebrating its fourth year brings together Jews from every denomination and across the political spectrum uniting trend-setters, artists and spirit seekers; Ashkenazim, Sephardim, Atheists, agnostics, skeptics and believers; designers, activists, jocks and hipsters. Jewlicious Festival is a gathering of the Tribe, an innovative conference, an inspiring Shabbat experience, and an uplifting event unlike any other weekend.

The festival will feature a concert series of Jewish folk rock, an eco fair, speakers from around the globe, special guests, comedy shows, yoga, henna tattoos amongst many other activities. Current music line-up includes lower east-side folk-rocker RAV SHMUEL, eclectic folk singer/songwriter/poet CHANA ROTHMAN, Hassidic rapper Y-LOVE featuring YURI LANE and DJ HANDLER, rapper KOSHA DILZ, Jewish indie mashup band SHANKBONE and DJ ERIC ROSEN & TWELVE TRIBES LIVE PERCUSSION ENSEMBLE.

Presenters, speakers and educators will tackle major themes and topics in regards to Jewish media with a focus on the roles Jews play in Hollywood's "industry", environmental concerns, Israel and spirituality, Darfur and Jewish politics in America.

"Young Jews want to drop divisions in the Jewish world and seek unity, spirituality, and new ways to celebrate their identity." says Jewlicious Festival Director Rabbi Yonah Bookstein. "This is more than just a conference, it's a Jewish unity event unlike you've never seen...unless you've already been to one of our conferences."

In 2005, the first Jewlicious weekend drew over a hundred people. Jewlicious 2.0 doubled in size, with 350 people, over 40 campuses represented and special guest appearance by Grammy Nominee/Jewish reggae sensation MATISYAHU. This past year's festival drew over 500 guests with this years event expected to draw a record crowd. Interest on social media sites like MySpace and Facebook have organizers preparing for up to 700 people.

Speakers, workshops, art, movies, games, music, dancing, singing, vendors, chocolate tasting and feasting are all integral parts of the Jewlicious Festival. Accommodations are on-site at the Alpert JCC and at nearby hotels being one of the largest sleepovers that isn't sleep-away camp. Tickets for the three days are \$36 for full-time students, \$60 for general admission. Concert series prices are from \$10 - \$15.

"Jewlicious is not Israel but it is the most spiritually fulfilling, friendship inspiring, sensory engrossing experience you may ever have outside of Israel," says former festival goer, Josh W.

For an updated list of speakers & performers, ticket information, and news regarding the conference please visit www.jewliciousfestival.com.

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