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Reboot & Tablet Magazine Present

**DAWN 2010**

*A Late-Night Cultural Arts Festival  
in Celebration of Shavuot  
at the  
California Academy of Sciences*

*Saturday, May 15, 2010, 7:30 pm -- Midnight*

**Eclectic lineup includes:**

**Sandra Bernhard**, a one-woman comedic force of nature, appears for one night only at DAWN 2010, for conversation, a little commentary, kvetching, and cosmic exploration with **Amichai Lau-Lavie**, performance artist, Executive Director of StorahTelling, and teacher on staff at Reboot.

**Gary Shteyngart**, author of internationally acclaimed novels *The Russian Debutante's Handbook* and *Absurdistan*, will release *Super Sad True Love Story* in August and join us in conversation with **Alana Newhouse**, Editor-in-Chief at Tablet Magazine for DAWN 2010.

Local author **Daniel Handler** (aka **Lemony Snicket**) & master mixologist **Bryan Ranere** (of Laszlo fame) mixing up a special round of drinks, including a unique cocktail made especially for Shavuot, and served only at DAWN 2010.

Live music performance by **Fool's Gold**, a band whose lively African and world dance rhythms are interwoven with inspiring lyrics in Hebrew and English.

Video premieres, comedy performances, readings, live music, DJs, art installations and the opportunity to wander through the California Academy of Science's stunning sustainable structure, with its Living Roof, amazing Technicolor aquarium and fascinating science exhibits.

**Monday, March 29, 2010, San Francisco** - Reboot—a non-profit organization providing a forum to reinvent Jewish culture and traditions—in partnership with Tablet Magazine, presents **DAWN 2010**, a late-night cultural arts festival taking place **Saturday, May 15, 2010**, in celebration of the Jewish holiday **Shavuot**.

Shavuot's observation is traditionally intended to be an all-night observance of study, and DAWN 2010, being held at San Francisco's California Academy of Sciences, is intended to open the minds of its attendees to new possibilities and ways of reinterpreting rituals and traditions in a way that makes sense and appeals to a modern audience.

"Shavuot is a little-known holiday with serious significance on the Jewish calendar," says **Anne Cook, producer of DAWN 2010**. "If DAWN, as a regular community event, is a success, then people will identify this holiday and the celebration surrounding it with the same kind of recognition and enthusiasm that they think of Hanukah."

With exclusive performances, talks, films, special appearances, featuring and moderated by Tablet's editorial staff, and installations taking place simultaneously throughout the Academy, DAWN 2010 will feature an evening packed with enlightening entertainment, stimulating conversation and amusement, including a rare Bay Area performance by world pop party music sensation **Fool's Gold**, who will end the evening with an exuberant set of live music.

The evening offers a rare opportunity to catch a unique, late-night screening in the Morrison Planetarium with an eclectic all-star line up including a San Francisco electric supergroup, put together by **Ethan Miller**, leader of **Comets On Fire** and **Howling Rain**, performing a live score composed by Miller to a sneak preview of **Hungry Hearts**, a 1922 Jewish silent film set in the mean streets of New York's Lower East Side, presented in partnership with the San Francisco Jewish Film Festival.

The Planetarium will also feature the debut screening of **Spike Jonze's** short tribute to Maurice Sendak, **Maurice at the World's Fair**, with a video introduction by Jonze, and **Tiffany Shlain** reading from **Yelp-with apologies to Allen Ginsberg**, her poetic treatise on the art of unplugging that recently debuted for Reboot's National Day of Unplugging, an event that debuted in March and was featured in the New York Times, and on CNN and Katie Couric's Notebook.

**Found Magazine's Davy Rothbart**, editor, author, and NPR correspondent, will share his adventures of finding anonymous musings, notes, and to-do lists on city streets and in his mailbox, all of which have become the basis for his sensationally successful Found magazine.

Our *Ask the Rabbi* installation includes a revolving cast of Rabbis and Rabbinical Scholars, available all night to answer your burning questions!

A full list of DAWN 2010's programs can be found on [www.dawnfestival.org](http://www.dawnfestival.org).

Dawn 2010 features the Bay Area's leading thinkers in technology and the arts, spoken word performances, premiere film screenings, visual arts, lectures, comedy, special guests AND the rare opportunity to explore the California Academy of Sciences' stunning sustainable structure, amazing aquarium, living roof and its exhibitions in the late evening light of San Francisco.

"San Francisco has always been a hub of innovation," says **Lou Cove, Reboot's executive director**. "It's not surprising that DAWN would find a home and a wildly enthusiastic audience here. The last time we held this event, in 2008, there were lines around the block trying to get into the Contemporary Jewish Museum all night long. This is a city where imagination and invention truly take hold."

"In addition to Tablet's online explorations of Jewish culture and ideas, it is vital to our mission to instigate new Jewish experiences offline as well," said **Tablet Magazine Editor-in-chief Alana Newhouse**. "We are thrilled to co-present DAWN and to bring this event to audiences far beyond San Francisco with video, podcasts, and articles on [Tabletmag.com](http://Tabletmag.com)."

**For full program details, evening schedule bios and ticket information  
please visit: [www.dawnfestival.org](http://www.dawnfestival.org)**

**WHEN:** Saturday, May 15, 2010 / Doors open at 7:30 PM

**WHERE:** California Academy of Sciences  
55 Music Concourse Drive, Golden Gate Park  
San Francisco, California 94118

**For general information on DAWN 2010: 415.593.5509**

*Please Note: No information about DAWN 2010 is available at the California Academy of Sciences, as they are not producing, nor responsible for the promotion of this event.*

**Press inquiries: 415.826.6055**

**TICKET INFORMATION:** \$20 General Admission (not including minimal service charge)  
<http://www.ticketfly.com/> or by phone: **1.877.435.9849**  
**21 and over, valid I.D. required**  
**Tickets Sold In Advance Only. No Tickets will be available for purchase at the door!**  
General Admission **Tickets for DAWN 2010** includes admittance, full entertainment program, and Museum exhibits. Space is limited for each program.

### **About DAWN**

Conceived in 2004 by Reboot, DAWN was created to offer a modern take on the ancient holiday Shavuot and its traditional late-night rabbinical study sessions. Using a multi-media platform to inspire learning and conversation and a late-night structure to appeal to the young adult generation, Reboot has become a major Shavuot extravaganza appealing to both the Jewish and secular San Francisco young adult communities. DAWN 2010 is Reboot's largest and most elaborate event to date. In partnership with Tablet Magazine, Reboot presents this year's celebration at the stunning and sustainable building of the California Academy of Sciences, with the support of the San Francisco Jewish and secular cultural arts community and its numerous partner organizations to offer a one-of-a-kind evening that will bring together the young adult Bay Area community to one of the most anticipated citywide events of the year.

[www.dawnfestival.org](http://www.dawnfestival.org)

### **About Reboot**

Reboot is a growing network of thought-leaders and tastemakers who work toward a common goal: to "reboot" the culture, rituals, and traditions we've inherited and make them vital and resonant in our own lives. Reboot's fellows (dubbed "Rebooters") comprise a network - now 314 strong - made up of the country's leading young creatives, activists and entrepreneurs-founders of the websites [Flickr.com](http://Flickr.com), [Moveon.org](http://Moveon.org), and Friendster; creators and senior writers of the television shows such as Weeds, The Office, Gossip Girl, and The United States of Tara; presidents of record labels; journalists from national newspapers like the New York Times, LA Times, Wall Street Journal and San Francisco Chronicle; community organizers; creative Jewish academics; non-profit leaders; and more. Together with Reboot, they have been responsible for producing some of the most influential and innovative Jewish books, films, music, Web sites and large-scale public events of the 21<sup>st</sup> century. [www.rebooters.net](http://www.rebooters.net)

### **About Tablet**

Tablet Magazine is a daily online magazine of Jewish news, ideas, and culture. Launched in June 2009, it's a project of the not-for-profit Nextbook Inc. and the sister organization of Nextbook Press, which publishes a line of Jewish-themed books in collaboration with Shockett/Random House. The 2010 National Magazine Award winner for Best Podcast, Tablet

has been called the “new go-to source for Jewish arts and culture news” by the New York Times and has been featured on NPR, Fox, CNN, New York Magazine, and The Tonight Show.

Contributing editors include Jeffrey Goldberg, Deborah Lipstadt, Victor Navasky, Robert Pinsky, Jody Rosen, Gary Shteyngart, Leon Wieseltier, and Mayim Bialik. [www.tabletmag.com](http://www.tabletmag.com)

### **About the California Academy of Sciences**

The California Academy of Sciences is a world-class scientific and cultural institution based in San Francisco. The Academy facility in Golden Gate Park opened in 2008, with a 400,000 square foot structure that houses an aquarium, a planetarium a natural history museum and a 4-story rainforest all under one roof. The new facility is also home to the Academy's staff of world-class scientists, an education department that provides a wide range of student and teacher services, and an extensive science library with over 26 million specimens and artifacts.

[www.calacademy.org](http://www.calacademy.org)

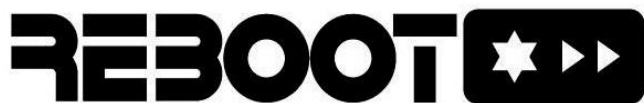
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**For further materials, interview requests and press passes, please contact:**

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