



## **Eddy Friedfeld**

### SCHMELVIS

What happens when you throw together a born-again orthodox Jewish Elvis impersonator, an eccentric Rabbi and a film crew in a Winnebago? The resulting offbeat documentary is an often hilarious comment on pop culture, tolerance and identity. Schmelvis follows a bizarre odyssey to trace Elvis' roots, following up on a 1998 Wall Street Journal article exposing the King's improbable Jewish lineage. Premiered at the Toronto Jewish Film Festival in 2002 and has been shown at over 75 film festivals around the world including the Festival of Jewish Cinema of Australia, Palm Beach Jewish Film Festival and the Las Vegas Celebration of Jewish Film.

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