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FOR IMMEDIATE RELEASE

YidLife Crisis comes to Toronto for an exclusive three-part video series on the culture of Kensington Market

Toronto, ON, December 15, 2016 – Adding to the exciting lineup of digital arts experiences hosted on **Koffler.Digital**, the **Koffler Centre of the Arts** has commissioned audience-favourite **YidLife Crisis** in a web mini-series that dives into Toronto's iconic neighbourhood, Kensington Market.

YidLife Crisis (**Eli Batalion** and **Jamie Elman**), "a highly original Montreal comedy team who've built up a solid fan base through their quirky and often hilarious Internet sketches" (*National Post*) have produced videos in New York, Montreal, Tel Aviv, London, and Krakow with talents such as Howie Mandel and Mayim Bialik.

YidLife Does Kensington is their first Toronto-specific video project and combines their trademark wit with a man-on-the-street docu-style. Through their unique Yiddish-ish lens and youthful humour, they dive deep into the warmth, wonders, absurdities, and people of a neighbourhood that never cease to amaze.

Montrealers at heart, exposed at a young age to the Montreal-Toronto 'rivalry', Batalion and Elman came to appreciate Kensington Market through their various Toronto visits. As Elman recounts, "when we realized there was a place in Toronto that combined great food, Yiddish and weed, we knew it was our professional duty to visit and share it with the world." Batalion, face stuffed with Hungarian-Thai fusion food and Caribbean juice, added, "we sacrifice everything for our art."

YidLife Does Kensington launches with a free public event on **Sunday, January 15, 2017, 2 – 5 PM**. The afternoon begins with a guided walk through Kensington Market led by the Ontario Jewish Archives, Blankenstein Family Heritage Centre (2 – 3 PM), and concludes with an intimate screening of ***YidLife Does Kensington*** at **Supermarket, 268 Augusta Ave.** (3:30 – 5 PM), hosted by Eli Batalion and Jamie Elman.

Episodes will be posted at Koffler.Digital and at yidlifecrisis.com.

ABOUT THE KOFFLER CENTRE OF THE ARTS

[Koffler Centre of the Arts](http://Koffler.Centre.of.the.Arts) is a Jewish cultural organization that presents a contemporary cross-disciplinary arts program encouraging inquiry and exploration. We promote an inter-cultural dialogue that engages our Jewish identity with diverse perspectives and global voices. Koffler Centre of the Arts acknowledges the support of the Koffler Family Foundation, UJA Federation of Greater Toronto, Cultural Season Sponsor CIBC Wood Gundy, the Ontario Arts Council through the Community and Multidisciplinary Arts Organizations Program, our patrons and donors.

ABOUT KOFFLER.DIGITAL

Koffler.Digital is a platform for 100% free, original digital arts experiences digital arts available 24/7 on your smartphone, tablet, or desktop that uses the vigorous application of art, thought, and imagination on digital medias to explore the ideas that are shaping Toronto. We work to provide a nourishing alternative to the daily click-bait diet (hey, we like BuzzFeed, too). We work with Toronto's emerging artists, thinkers, and leaders to provide you with the best content, for free, year-round. We prioritize an uncluttered, crisp aesthetic that highlights the content, and let's you explore without distraction.

ABOUT YIDLIFE CRISIS

[YidLife Crisis](#) is a Yiddish comedy web series and brand created by Jamie Elman and Eli Batalion which pays homage to the *yiddishkayt* (Ashkenazic Jewish tradition) in their upbringing and the Jewish comedic lens on life on with which they were raised. Since launching in summer 2014, their videos have garnered nearly 2 million online views and taken the duo to headline live shows and filming around the world. Their numerous web, film and writing accolades include a 2016 Canadian Screen Award nomination.

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For further information about *YidLife Does Kensington* and high resolution images, contact:

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