



## Community Partnerships Jewish Community Centers (JCCs)



The Roth Family  
Jewish Community Center  
of Greater Orlando

Writer's Block Bookstore and The Roth Family Jewish Community Center of Greater Orlando, or Orlando JCC as it is locally known, has a long-standing and successful partnership. Over its almost 50-year history, the Orlando JCC has become a community hub for both Jewish and non-Jewish education and growth, as well as a leader in early childhood education, and cultural arts and literary programming.

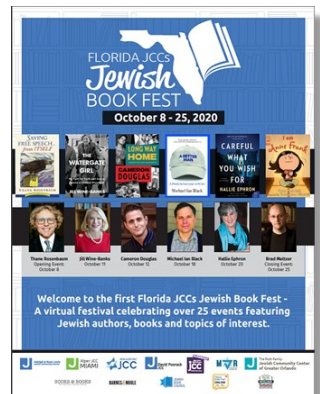
### STRENGTH IN NUMBERS...

Together, we developed a strong coalition with other JCCs throughout the States of Florida and Georgia, to produce world-class events and programming with local, national, and internationally recognized authors that span the literary spectrum.

This year, Writer's Block participated in the Florida JCCs Jewish Book Festival. As part of the 2020 Festival, we moderated a four-hour-long panel of fiction writers dubbed, "Fiction Speed Dating." Eight fiction writers were brought together to discuss their most recent works culminating in a fun, lightning round of 'speed dating' questions that gave the audience rare insight into the authors creative processes and personalities with questions like, "Do you hide secrets in your books that only those who know you would find?", "If you could time travel, where/when would you want to go?"

### MARKETING...

Through coordinated marketing, we dovetail our event promotions with the Orlando JCC for maximum effectiveness and reach. With the Orlando JCCs social media following alone, more than 6,000 people can be reached, not including their membership database.



### IN OTHER JCC NEWS...

Created in 1999 in partnership with the Enzian Theater, a local, nonprofit arthouse movie theater, the Orlando JCC hosts the Annual Central Florida Jewish Film Festival (CFJFF) a four-day Festival highlighting and celebrating Jewish life, culture, and history through the power of film.

In pre-Covid times, the Festival drew record attendance with standing room-only viewings. In 2020, even though the event was reimaged into an all-virtual format, it was still well-attended and successful.



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