

DUCKIN' & DIVIN' FILMS | MAYA FILMS  
in association with  
PASSION PICTURES

# FOREVER PURE

A film by MAYA ZINSHTEIN  
85 MINS

**OFFICIAL SELECTION**

Toronto Film festival 2016  
Jerusalem Film Festival 2016  
Zurich Film Festival 2016

**AWARDS**

Jerusalem Film Festival 2016  
The Van Leer Award for Best Director of a Documentary  
The Haggiag Award for Best Editing  
The Jewish Experience Awards - Honorable Mention

Contact

Ana Vicente - Head of Theatrical Sales

London

[ana@dogwoof.com](mailto:ana@dogwoof.com)

*"By placing it in a wider socio-political and historical context, the film transcends its nominal subject, football and explores issues such as racism, mob mentality and abuse of power."*

- Jury of the Jerusalem Film Festival

*"high quality-piece of factual filmmaking"*

- SCREEN INTERNATIONAL

***"We present an Honorable Mention in the Jewish Experience category to "Forever Pure" by Maya Zinshtein. Her courageous and disturbing first film documents the destructive powers of hatred and incitement, as they threaten Jewish and democratic values in contemporary Israel."  
- Jewish Experience by Yad Vashem - The World Holocaust Remembrance Center***

## **SYNOPSIS**

Beitar Jerusalem F.C. is the most popular and controversial football team in Israel, the only club in the Premier League never to sign an Arab player. Mid-way through the 2012-13 season, a secretive transfer deal by the owner, Russian-Israeli oligarch Arcadi Gaydamak, brought two Muslim players from Chechnya. The deal inspired the most racist campaign in Israeli sport that sent the club spiralling out of control. One season in a life of this famed club is a story of Israeli society, personal identity, politics, money and a window into how racism is destroying a team and society from within.

## PRESS QUOTES

**"One hell of a documentary...Terrific...Frighteningly insightful"**

- Boyd Van Hoeji, The Hollywood Reporter

**"Granted amazing access to all parties in the story, producer-director Maya Zinshtein, a Russian-born investigative journalist, smartly places her shocking portrait of a team and its fans in a broader sociopolitical context."**

- Alissa Simon, Variety

**"[A] shocking portrait of a team and its fans... a cautionary tale for countries like the U.S., where politicians have failed to thoroughly condemn hate speech."**

- Alissa Simon, Variety

**"Illuminating"**

- Steve Zeitchik, LA Times

**"Memorable... in a year in which we have seen all over the world how easily a spark can turn into a fire of hatred, FOREVER PURE should serve as a cautionary tale about how we must work together to avoid the blaze."**

- Brian Tallerico, RogerEbert.com

**"A riveting portrait of football culture"**

- Susan Cole, NOW! Magazine

**"A female eye peering into the dark side of male-dominated sports fandom"**

- Mallory Andrews, Cinema Scope

**"Compelling"**

- Mallory Andrews, Cinema Scope

**"An exquisitely made documentary"**

- Ryland Aldrich, Screen Anarchy (formerly Twitch) via Twitter

**"[An] insightful documentary... a sobering reminder of the destructive herd mentality that afflicts not just sport but all aspects of society."**

- Shane Slater, AwardsCircuit.com

**"Zinshtein's film moves from a document on the rise of Israel's most infamous club to an exposé into the nation's systemic racism... The comparison to Trump's America is simply too uncanny to ignore."**

- Jordan Mobarak, The Film Stage

**"[A] high quality piece of factual filmmaking."**

- Wendy Ide, Screen Daily

## REVIEWS

### **THE HOLLYWOOD REPORTER (USA)** - 'Forever Pure': Film Review

By Boyd Van Hoeji

Tuesday, September 27

<http://www.hollywoodreporter.com/review/forever-pure-film-review-932913>

### **CUT PRINT FILM (USA)** - TIFF 2016: Forever Pure

By Chris Evangelista

Monday, September 26

<http://www.cutprintfilm.com/reviews/tiff-2016-forever-pure/>

### **THE FILM STAGE (USA)** - Forever Pure, TIFF 2016 Review

By Jordan Mobarak

Thursday, September 22nd

<https://thefilmstage.com/reviews/tiff-review-forever-pure/>

### **SCENE CREEK (CANADA)** - TIFF 2016 Review: Forever Pure

By Charles Trapunski

Wednesday, September 21

<http://scenecreek.com/tiff/tiff-2016-review-forever-pure/>

### **DORK SHELF (CANADA)** - TIFF 2016: Forever Pure Review

By Michael McNeely

Monday, September 20, 2016

<http://dorkshelf.com/2016/09/19/tiff-2016-forever-pure-review/>

### **VARIETY (USA)** - Toronto Film Review: 'Forever Pure'

By Alissa Simon

Saturday, September 17

<http://variety.com/2016/film/reviews/forever-pure-review-1201863649/>

### **ROGEREBERT.COM (USA)** - TIFF 2016: "JACKIE," "LADY MACBETH," "FOREVERPURE"

By Brian Tallerico

Saturday, September 17

<http://www.rogerebert.com/festivals-and-awards/tiff-2016-jackie-lady-macbeth-forever-pure>

**[AWARDSCIRCUIT.COM](http://www.awardscircuit.com) (USA)** - TIFF Review: Docs 'Forever Pure' and 'Girl Unbound' Are Eye-Opening Exposés on Religion and Sport

By Shane Slater

Friday, Sept 15

<http://www.awardscircuit.com/2016/09/17/tiff-review-docs-forever-pure-girl-unbound-eye-opening-exposes-religion-sport/>

**RYERSONIAN (CANADA)** - TIFF Review: How discrimination kicked Israeli soccer team

By Michael Norton

Thursday, Sept 15

<http://ryersonian.ca/tiff-review-how-discrimination-kicked-israeli-soccer-team/>

**FESTIVALREVIEWS.ORG (CANADA)** - TIFF 2016 Movie Review: FOREVER PURE (Israel/UK/Norway/Ireland 2016) \*\*\*

By Gilbert Seah

Wednesday, September 14

<https://festivalreviews.org/2016/09/14/tiff-2016-movie-review-forever-pure-israeluknorwayireland-2016/>

*\*Also posted on AfroToronto*

[http://afrotoronto.com/index.php?option=com\\_content&view=article&id=1535&catid=67&Itemid=108](http://afrotoronto.com/index.php?option=com_content&view=article&id=1535&catid=67&Itemid=108)

**FILM JOURNAL (USA)** - TIFF dramas spotlight a brave Armenian and a defiant poet

By Kevin Lally

Tuesday, September 13

<http://www.filmjournal.com/tiff-dramas-spotlight-brave-armenian-and-defiant-poet>

**CINEMA SCOPE (USA)** - Forever Pure (Maya Zinshtein, Israel/UK/Denmark/Norway) — TIFF Docs

By Mallory Andrews

Sunday, September 11

<http://cinema-scope.com/cinema-scope-online/forever-pure-maya-zinshtein-israelukdenmarknorway-tiff-docs/>

**TORONTO FILM SCENE (CANADA)** - TIFF 2016 Review: Below Her Mouth

By Andrew Parker

Sunday, September 11

<http://thetfs.ca/2016/09/11/tiff-2016-review-below-her-mouth/>

**NOW MAGAZINE (CANADA)** - forever pure

By Staff (NOW Magazine)

Thursday, September 8

<http://www.pressreader.com/canada/now-magazine/20160908/282007556840221>

*\*\*Also ran in print\*\**

## ADDITIONAL PRESS

**THE MOVEABLE FEST (USA)** - TIFF '16 INTERVIEW: MAYA ZINSSTEIN ON KICKING A HORNET'S NEST IN "FOREVER PURE"

By Stephen Saito

Monday, October 3

[http://moveablefest.com/moveable\\_fest/2016/10/maya-zinshtein-forever-pure.html](http://moveablefest.com/moveable_fest/2016/10/maya-zinshtein-forever-pure.html)

**CANADIAN JEWISH NEWS (CANADA)** - SOCCER HOOLIGANS OF THE MIDDLE EAST

By Daniel Horowitz

Feature

Thursday, September 29

<http://www.cjnews.com/featured/soccer-hooligans-middle-east>

**CBS NEWS (USA)** - "Forever Pure" examines soccer fans gone mad

By Ned Ehrbar

Feature

Wednesday, September 28

<http://www.cbsnews.com/news/forever-pure-examines-soccer-fans-gone-mad/>

**DAILY VICE (CANADA)** - INSIDE THE RACISM SCANDAL AT ONE OF ISRAEL'S MOST POPULAR SOCCER TEAMS

By Tomas Urbina

Video Feature

Wednesday, September 28

<http://en.daily.vice.com/videos/inside-the-racism-scandal-at-one-of-israels-most-popular-soccer-teams>

*\*\* Please note you will need to access the clip from a Canadian VPN (such as Hola on Chrome)*

*\*\**

**FILM JOURNAL (USA)** - 'La La Land''s nostalgia sings, 'Forever Pure' and 'Under the Shadow' shine at the Zurich Film Festival

By Rebecca Pahle

Monday, September 26

<http://www.filmjournal.com/la-la-lands-nostalgia-sings-forever-pure-and-under-shadow-shine-zurich-film-festival>

**LOS ANGELES TIMES (USA)** - It's OK to cry, and other lessons learned at this year's Toronto Film Festival

By Steve Zeitchik

Wednesday September 21, 2016

<http://www.latimes.com/entertainment/movies/la-et-mn-toronto-wrap-20160915-snap-story.html>

**INDIEWIRE (USA)** - Memo To Distributors: Buy These TIFF 2016 Movies

By Steve Greene

Monday September 19, 2016

Included in 10 films at TIFF that buyers should pay attention to

<http://www.indiewire.com/2016/09/memo-to-distributors-toronto-international-film-festival-2016-tiff-1201728385/>

*\*\* Also on Twitter via @indiewire and @erickohn \*\**

**RABBLE.CA (CANADA)** - Maya Zinshtein on football, racism, religion, and her new film Forever Pure

With David Peck

Podcast Interview

Sunday, September 18

<http://rabble.ca/podcasts/shows/face2face/2016/09/maya-zinshtein-on-football-racism-religion-and-her-new-film-forever>

*\*\* Click the play button on the page to listen to the interview \*\**

**THE GLOBE & MAIL (CANADA)** - Forever Pure: Depressing doc explores Israeli soccer club's xenophobia

By Simon Houpt

Feature

Friday, September 16

<http://www.theglobeandmail.com/arts/awards-and-festivals/tiff/forever-pure-depressing-doc-explores-israeli-soccer-clubs-xenophobia/article31934179/>

*\*\* Also included in print \*\**

### **INDIEWIRE PHOTOS (USA)**

Photos by Daniel Bergeron

Included in TIFF 2016 documentary gallery (#11)

Friday, Sept 15

[http://www.indiewire.com/gallery/tiff-2016-documentary-filmmaker-photo-gallery-portraits-toronto-film-festival/#!11/160908\\_tiff2599/](http://www.indiewire.com/gallery/tiff-2016-documentary-filmmaker-photo-gallery-portraits-toronto-film-festival/#!11/160908_tiff2599/)

### **INDIEWIRE PHOTOS (USA)**

Photos by Daniel Bergeron

Friday, Sept 15

[http://www.indiewire.com/gallery/tiff-2016-women-in-film-photo-gallery-portraits-toronto-film-festival/#!19/160908\\_tiff2599/](http://www.indiewire.com/gallery/tiff-2016-women-in-film-photo-gallery-portraits-toronto-film-festival/#!19/160908_tiff2599/)

### **GETTY PHOTOS (USA)**

Photos by Daniel Bergeron

Friday, Sept 15

<http://www.gettyimages.ca/license/603696422>

### **WOMEN IN HOLLYWOOD (USA) - TIFF 2016 Women Directors: Meet Maya Zinshtein — “Forever Pure”**

By Melissa Silverstein

Interview with Maya

Wednesday, September 14

<https://blog.womenandhollywood.com/tiff-2016-women-directors-meet-maya-zinshtein-forever-pure-9fe4807e3d0e#.42cm5aqz2>

*\*Also posted on IMDB.com*

<http://www.imdb.com/news/ni60258201/>

### **IRISH EXAMINER (IRELAND) - Eight Irish films to feature at Toronto Festival**

By Dan Buckley

Saturday, September 10

<http://www.irishexaminer.com/ireland/eight-irish-films-to-feature-at-toronto-festival-420302.html>

### **SCREEN DAILY (UK) - ‘Forever Pure’ director talks harassment from racist football group**

By Tom Grater

Feature

Friday, September 9

<http://www.screendaily.com/features/forever-pure-director-talks-harrasment-from-racist-football-group/5109117.article?blocktitle=FEATURES&contentID=43731>



**PEOPLE'S WORLD (USA)** - The Toronto International Film Festival 2016: A preview

By Bill Meyer

Mention

Friday, September 9

<http://peoplesworld.org/the-toronto-international-film-festival-2016-a-preview/>

**SCANNIAN (IRELAND)** - #IrishAbroad: Without Name and Forever Pure added to 2016 Toronto International Film Festival

By Niall (Managing Editor)

Mention

Friday, September 9

<http://scannain.com/irish/abroad/irish-2016-toronto-international-film-festival/>

**RTE (IRELAND)** - Irish films hoping for Oscar Buzz at Toronto Film Festival

By Staff

Thursday, September 8

<https://www.rte.ie/culture/2016/0908/815181-irish-films-hoping-for-oscar-buzz-at-toronto-film-festival/>

**INDIEWIRE (USA)** - 'Forever Pure' Exclusive Clip: Israeli Football Club Becomes A Hotbed of Controversy When They Field Two Muslim Players

By Vikram Murthi

Exclusive Clip

Thursday, September 8

<http://www.indiewire.com/2016/09/forever-pure-clip-beitar-jerusalem-football-club-maya-zinshtein-tiff-2016-toronto-film-festival-1201724495/>

**THE HOLLYWOOD REPORTER (USA)** - Zurich Film Festival Unveils Lineup

By Scott Roxborough

Thursday, September 8

<http://www.hollywoodreporter.com/news/zurich-film-festival-unveils-lineup-926602>

**THE CANADIAN JEWISH NEWS (CANADA)** - WOMEN PLAY MAJOR ROLE IN ISRAELI TIFF SCREENINGS

By Jordan Adler

Thursday, September 8

<http://www.cjnews.com/culture/arts/women-play-major-role-israeli-tiff-screenings>

**PANARMENIAN (ARMENIA)** - Zurich Film Festival announces full lineup

Thursday, September 8

<http://www.panarmenian.net/eng/news/220373/>

**BRITISH FILM COUNCIL (UK)** – It's A British Invasion at Toronto 2016

By Staff

Friday, September 8

<http://film.britishcouncil.org/calendar/2016/toronto-2016>

**SCREEN ANARCHY (USA) - Toronto 2016 Preview: 10 to Watch from TIFF Docs & Contemporary World Cinema**

By Ryland Aldrich

Included in top 10 films to watch from TIFF Docs & CWC

Thursday, September 7

<http://screenanarchy.com/2016/09/toronto-2016-preview-10-to-watch-from-tiff-docs-contemporary-world-cinema-gallery.html>

**BFI (UK)** - The full rundown of every UK film screening at this year's Toronto International Film Festival.

By Samuel Wigley

Thursday, September 7

<http://www.bfi.org.uk/news-opinion/news-bfi/features/british-films-toronto-2016>

**CINEUROPA (UK)** - *Norman: The Moderate Rise and Tragic Fall of a New York Fixer* to screen at Toronto

By Sandra Echeverri

Wednesday, September 7

<http://cineuropa.org/nw.aspx?t=newsdetail&l=en&did=315149>

**TSN (CANADA) - 5 sports films to watch at TIFF this year**

By BarDown

Inclusion in 5 films to watch

Tuesday, September 5

<http://www2.tsn.ca/bardown/Story.aspx?5%20Sports%20films%20to%20watch%20at%20TIFF%20this%20year&id=588570>

**HARVARD GAZETTE (USA)** - Lending his eye to the visions of others

By Colleen Walsh

Friday, September 2

<http://news.harvard.edu/gazette/story/2016/09/lending-his-eye-to-the-visions-of-others/>

**ISRAEL 21 (ISRAEL)** - Israeli Filmmakers premiere at Toronto Film Festival

By Viva Sarah Press

Feature

Thursday, August 25

<http://www.israel21c.org/israeli-filmmakers-premiere-at-toronto-film-festival/>

**THE JERUSALEM POST (ISRAEL)** - Israeli movies abound at this year's Toronto Film Festival

By Hannah Brown

Sunday, August 21

<http://www.jpost.com/Israel-News/Culture/Israeli-movies-abound-at-this-years-Toronto-Film-Festival-464687>

**SCREEN DAILY (UK)** - Dogwoof scores TIFF-bound Israeli football doc

By Tom Grater

Wednesday, August 17

<http://www.screendaily.com/news/dogwoof-scores-tiff-bound-israeli-football-doc/5108523.article>

**INDIEWIRE (USA)** - Leonardo DiCaprio, Netflix and Women: Hot Documentary Titles At The

Toronto Film Festival

By Anne Thompson

Thursday, August 11

<http://www.indiewire.com/2016/08/toronto-film-festival-documentary-thom-powers-netflix-awards-leonardo-dicaprio-1201714854/>

**PBS (USA)** - First Look at 2016 Toronto International Film Festival's Documentary Lineup

By Tom Roston

Monday, August 8

<http://www.pbs.org/pov/blog/docsoup/2016/08/2016-tiff-documentary-lineup/>

**DEADLINE (USA)** - Toronto Sets Documentary Program With Leonardo DiCaprio, Fisher Stevens, Errol Morris & Netflix Pics

By Nancy Tartaglione

Tuesday, August 9

<http://deadline.com/2016/08/toronto-film-festival-2016-documentary-lineup-dicaprio-herzog-netflix-errol-morris-full-list-1201800787/>

**LA TIMES (USA)** - Toronto Film Festival will showcase Amanda Knox documentary and Leonardo DiCaprio the environmentalist

By Steven Zeitchik

Tuesday, August 9

<http://www.latimes.com/entertainment/movies/la-et-mn-movies-toronto-film-festival-documentaries-amanda-knox-leonardo-dicaprio-20160809-snap-story.html>

**EXCLAIM (CANADA)** - TIFF Reveals Documentaries, Midnight Madness Movies and More

By Josiah Hughes

Tuesday, August 9

[http://exclaim.ca/film/article/tiff\\_reveals\\_documentaries\\_midnight\\_madness\\_movies\\_and\\_more](http://exclaim.ca/film/article/tiff_reveals_documentaries_midnight_madness_movies_and_more)

**FILMMAKER MAGAZINE (USA)** - Documentary Selections Announced for the 2016 Toronto International Film Festival

By Scott Macaulay

Wednesday, August 3

<http://filmmakermagazine.com/99471-documentary-selections-announced-for-the-2016-toronto-international-film-festival/#.V74Tp5grK00>

## **CREDITS**

### **FEATURING**

Eli Cohen - Head Coach  
Arcadi Gaydamak - Owner of Beitar Jerusalem F.C  
Ariel Harush - Goalkeeper  
Ramzan Kadyrov - Head of the Chechen Republic  
Dzhabrail Kadiyev - Defender  
Itzik Korenfine - Chairman  
Ofir Kriaf - Defender  
Reuven (Ruvi) Rivlin - President of Israel  
Zaur Sadayev - Striker

### **FILMMAKERS**

Directed & Produced by  
Maya Zinshtein

Produced by  
Geoff Arbourne

Executive Producers  
John Battsek | Nicole Stott

Edited by  
Justine Wright | Noam Amit

Co-produced by  
Alan Maher | Torstein Grude

Director of Photography  
Sergei (Israel) Freedman

Music by  
Stephen Rennicks

Story Consultant  
Joe Bini

## **DIRECTOR'S STATEMENT**

Two Muslim players entered the locker room of Beitar F.C and I was there. I was the first person to welcome Zaur and Gabriel into Israel and the last to say goodbye.

Zaur and Gabriel were full of hope, telling me they'd just come to play football. No politics. This found myself living from Saturday to Saturday, sitting in the stands, biting my nails, and hoping that the story that started so badly would change direction

For years as a journalist at Haaretz newspaper I've covered many of the ills of Israeli society.

Two young men were thrown into an impossible situation and forced to deal with it, alone. Withdrawing into themselves they lost all interest in the team and the championship. The anxiety of two mothers escalates due to the fate of their sons. The struggle of individuals, as chairman Kornfein and local Beitar player Ariel tried to battle against the flow but were defined as betrayers. The silence of the masses surrendered by the extreme.

The film explores the relationship between the club's fan base and mainstream politics, and raises concerns that the silence of the right wing politicians legitimises the ingrained racism on the terraces. My aim in this movie is to moves beyond the clichés centred on public debate, enabling the viewer to look inside the team's experience and possibly into themselves. want to put a mirror to the Israeli society and show how racism is destroying a team and society from within.

- *Maya Zinshtein*

## **ABOUT THE DIRECTOR**

Maya Zinshtein is an Israeli filmmaker and journalist, who emigrated from Russia during her childhood - now living in Tel Aviv. She holds a BA in Cinema and French studies, and an MA in Security and Diplomacy from Tel Aviv University. She has produced documentaries, among them: Thieves by Law (by Alexander Gentelev, ARTE/ZDF), the inside story of Russian Mafia, Operation Successor (By Alexander Gentelev, Channel 1, Israel), about the 2008 presidential elections in Russia. For years as an investigative journalist (Haaretz newspaper) she covered many of the ills of Israeli society and directed investigative stories for Israeli channels.

**Supported by:**

YesDocu, NFCT, Sundance Institute, Irish Film Board, BBC Storyville, Gucci Tribeca  
Documentary Fund, DR, Liminal Fund Grant - BRITDOC, Filmkraft Rogaland, FRITT ORD,  
Bertha Film Fund, Canal Plus.

© Duckin' & Divin' Films and Maya Films 2016

[www.foreverpurefilm.com](http://www.foreverpurefilm.com)