

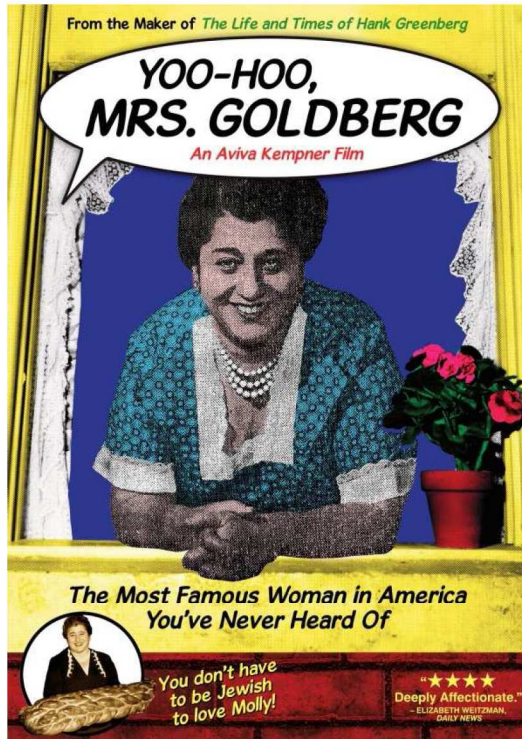
PREORDER JUL 27 RELEASE AUG 24

NEW RELEASE: DOCURAMA

# YOO-HOO, MRS. GOLDBERG

*The smash-hit theatrical about the "first woman of television"*

- Earning over \$1.1 million in box office, this film was the #9 documentary and one of the top 250 domestic films of 2009 (*Variety*).
- From director Aviva Kempner (*The Life and Times of Hank Greenberg*), the film earned raves from Roger Ebert, Leonard Maltin, *The New York Times* and *San Francisco Chronicle*.
- Release timed for September's high holidays and on the heels of the DVD release of *The Goldbergs*.
- This 2-disc special edition includes over 2 hours of bonus, original *Goldberg* episodes, a recipe from Gertrude Berg and an essay from the director.
- Grassroots marketing/dedicated PR outreach will target Jewish outlets, as well as mainstream TV, film and pop culture publications/sites with exclusive clips.



**SYNOPSIS** Before Oprah and Lucy, there was the beloved Gertrude Berg, the entertainment genius who wrote, starred in and produced the first successful American sitcom (*The Goldbergs*) and charmed a beleaguered nation. This box-office smash-hit traces Berg's rise to stardom (and the first Best Actress Emmy®). This critically acclaimed film offers a humorous, captivating tribute to one of the most successful and innovative women in American broadcasting history. **Includes interviews with Supreme Court Justice Ruth Bader Ginsburg, actor Ed Asner, producers Norman Lear (*All in the Family*) and Gary David Goldberg (*Family Ties*), and NPR correspondent Susan Stamberg.**

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New Video, 902 Broadway, 9th FL  
New York, NY 10010



Distributed exclusively in Canada by  
E! Entertainment, 175 Bloor Street East,  
North Tower, Suite 1400  
Toronto, ON, M4W 3R8

## PRODUCT INFORMATION

**DVD FEATURES:** Over 2 hours of bonus includes: episodes, radio shows, guest appearances, deleted scenes and interviews, recipe from Gertrude, essay from the director

SRP: \$29.95 U.S. \$34.95 CAN

FORMAT: 2-Disc Set

PACKAGING: Swing amaray

LENGTH: Approx. 92 mins + extras

GENRE: Documentary

YEAR: 2009

LANGUAGE: English

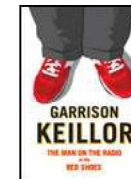
COLOR: Color and B&W

WIDESCREEN: Yes

AUDIO FORMAT: Stereo

UNITS PER CARTON: 30

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ISBN 1-4229-8629-2