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FOR IMMEDIATE RELEASE

Sid at 90

"I was a featured player if I was lucky, and a bit player. And from this, you made a living?
– Relativity, there it is." -- Sid Raymond

Sid at 90, a profile of actor/comedian Sid Raymond, will have its World Premiere at The 12th Annual NEW YORK JEWISH FILM FESTIVAL, a collaboration between The Jewish Museum & The Film Society of Lincoln Center, at the Walter Reade Theatre, **January 14, 2003 at 1 p.m. and 6 p.m.**

WLIW 21 Public Television will broadcast *Sid at 90* three times: **on Saturday January 18, 2003 at 10:30 p.m., Tuesday January 21, 2003 at 10:30 p.m.** and Monday January 27, 2003 at 5:30 a.m. to audiences in the New York region. The half-hour video spotlights the versatile Sid Raymond who has performed in variety, radio, cartoons, television, commercials, and motion pictures. *Sid at 90* challenges the popular assumption that celebrity defines success.

Award-winning documentary producer Howard Weinberg made *Sid at 90* as a labor-of-love over three years with the help of interns, especially editors Rosemary Riley and Samantha Burdman from his alma mater Dartmouth College. Weinberg is also the director/interviewer/ cameraman.

Sid Raymond has dedicated his life to a craft that took him from the Catskill Mountains to the front in World War II, from summer stock to Broadway, and from Madison Avenue to Hollywood. Along the way he married, raised two daughters and never gave up the desire to entertain. An inspiration for actors, older Americans, and anyone who has ever clung to a passion, Sid Raymond concedes that as an actor he was never a star. But fame seems beside the point in the context of his enduring spirit.

Sid at 90 is a portrait of rare perseverance that celebrates the pure love of performance that keeps an actor going, gig to gig, in spite of hard times, heartbreak, and virtual obscurity. What began as a memento for Sid Raymond's family became much more. It delivers pure enjoyment as it portrays the life of a journeyman actor and honors the systems that support him: Screen Actors' Guild, Actor's Equity and AFTRA.

For anyone seeking inspiration and enjoyment, for actors of all ages, and for those fascinated by the history of show business in the 20th century, *Sid at 90* is a rare treat.