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**Award Winning Filmmakers Launch *Forty Story Films*
To Produce Tributes with a Difference**

PALM BEACH GARDENS, Fla. -- Palm Beach County resident Jeff Jaffe, along with his daughter marketing professional Holly Jaffe and award-winning indie filmmakers PJ and Joel Posner, has launched *Forty Story Films*, a new business specializing in commemorative films with their unique imprimatur.

Forty Story Films has the answer to the age-old question of what to give the man or woman who has everything: a film tribute honoring his or her life and accomplishments. *Forty Story Films* is putting their filmmaking talents to work for families and institutions with a story to tell — who want it told well. The recipe is a mix of original interviews and the client's own archival footage, all meticulously edited, creatively scored and guaranteed to leave nary a dry eye in the house.

Says *Forty Story Films* founding member Holly Jaffe, "Most people have no idea they can commission a documentary film written, produced and directed by this caliber of filmmakers. It is by far the most meaningful way to honor an individual or organization and provide a testament for generations to come."

Jaffe pitches it as the best gift you'll ever give a parent, grandparent, partner or colleague, and a product that makes just as much sense for a corporation, foundation or charity with a sense of pride, history and heritage.

Forty Story Films' creative is led by Joel and PJ Posner. Joel is a writer and producer who has more than two decades of experience in the advertising industry, while PJ has spent his career as a director, writer, and producer of independent films.

PJ's first script, *Getting In*, a comedy/thriller satirizing the cutthroat competition for admission to medical school, marked the directorial debut of Doug Liman (*Swingers*, *The Bourne Identity*, *Fair Game*). PJ made his directorial debut with *Last Breath*, a thriller starring Luke Perry (*Beverly Hills 90210*) about a man desperate to find a transplant donor for his dying wife. In addition, PJ has served as executive producer of three films including *Secretary*, an offbeat love story starring James Spader and Maggie Gyllenhaal, and *The Dying Gaul*, written and directed by renowned playwright Craig Lucas. He has also written a script for producer Nancy Tenenbaum (*sex, lies & videotape*, *Daytrippers*, *Meet The Parents*).

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Presently, PJ directs commercials and corporate films for clients including *GE*, *Kumon* and *Memorial Sloan Kettering Cancer Center*, and is currently working on a film for *The History Channel*.

Forty Story Films was born when Holly approached PJ and Joel to do a birthday tribute honoring her own father. So moved was retired candy mogul and entrepreneur Jeff Jaffe by the 25-minute film that he arranged a business meeting by phone the next day. The four agreed to launch this new business venture.

With a presence in Westport, Conn., New York City and Palm Beach, *Forty Story Films* is courting personal and business clients in the market for a milestone-marking film tribute of lasting value and worthy of the man, woman or group it honors. To learn more visit www.fortystoryfilms.com.

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