



**Media Contacts:**

Victoria Steiner  
[vsteiner@hardenpartners.com](mailto:vsteiner@hardenpartners.com)  
(510) 635-4150

Tina Montemayor  
[tmontemayor@hardenpartners.com](mailto:tmontemayor@hardenpartners.com)  
(510) 635-4150

**HARDEN PARTNERS SELECTED AS AGENCY FOR “THE JEWS OF MODERN CHINA” EXHIBIT**

*Untold story of historic Chinese-Jewish ties brought to life through partnership of  
Bay Area PR firm and American Jewish Committee*

**Oakland, Calif. (April 5, 2010) -- Harden Communications Partners**, a full-service public relations boutique agency in the San Francisco Bay Area, announced today it was chosen to serve as the agency of record to represent the popular exhibit “The Jews of Modern China.” Co-sponsored by the American Jewish Committee’s (AJC) San Francisco office and the Asia Society of Northern California, the exhibit runs from February 24 to May 16, 2010 at the Officers Club Exhibit Hall of the Presidio of San Francisco.

“We selected Harden Partners, based on their expertise and success promoting other Bay Area events such as last year’s First International Film Festival on Aging and the grand opening of Covenant House in Oakland,” said Cynthia Kopec, who is responsible for marketing the Exhibit.

The exhibit features historic photographs, documents and memorabilia from the 19<sup>th</sup> and 20<sup>th</sup> centuries. It is part of the Shanghai Celebration, a year-long San Francisco Bay Area-wide collaboration and its associated exhibitions, films, performances, lectures, and other events.

“This exhibit provides an opportunity to reach out to both the Jewish and Asian communities, as well as the broader public about this untold chapter of history,” said Patricia Harden, managing partner of the firm. “We are building awareness of the Exhibit and the exciting story it tells in traditional, ethnic and social media.”

“Jews in Modern China” provides a wealth of information that will appeal to the Bay Area’s culturally diverse population. Between 1840 and 1949, when Shanghai was an open city that did not require passports to enter, Jewish refugees escaping Iraq, the Russian Revolution, and Nazi persecutions, found sanctuary in China. To learn more about the exhibit, the Shanghai Celebration, or access the schedule of celebratory events, visit:

[http://www.ajcsanfrancisco.org/site/c.irKPIUPFIsE/b.847977/k.43B7/San\\_Francisco\\_Bay\\_Area\\_Chapter.htm](http://www.ajcsanfrancisco.org/site/c.irKPIUPFIsE/b.847977/k.43B7/San_Francisco_Bay_Area_Chapter.htm)

**About Harden Partners**

Harden Partners is a full-service, boutique public relations agency in the San Francisco Bay Area, specializing in helping mid-sized and growing companies meet their communications

challenges. Serving a broad range of clients, including national brands, regional firms and non-profit organizations, we have experience in many industries. Harden Partners specializes in financial and healthcare PR, as well as communications for professional services firms. The firm's client roster also includes cultural events such as film productions, festivals and exhibits. Our team of pragmatic business people and communications pros, provides customized campaigns to accommodate clients' marketplace, industry and budget. While offering the sophistication of larger agencies, Harden Partners provides the client focus and responsiveness of a boutique firm: [www.hardenpartners.com](http://www.hardenpartners.com)