

AZ Insider: Star of Super Bowl Ad in AZ with Jewish Community Leaders

Written by Written by Kathy Shayna Shocket

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Kathy Shayna Shocket has the inside scoop on the stories that make headlines.

Kathy's sneak peak of Richard Lewis' Super Bowl ad and behind the scenes of his Scottsdale visit.

Amidst all the Super Bowl pre-game buzz, some of the advertisers give sneak peeks of their much anticipated commercials. With millions riding on these commercials, star power is important!

Hyundai just released its big 30-second spot and look who's seated, literally in the automaker's BIG Super Bowl ad. It's comedian **Richard Lewis** (*Curb Your Enthusiasm*) and actor **Johnny Galecki** (*Big Bang Theory*). The storyline of Richard and Johnny in the new **Elantra** takes advantage of Richard's well-known neurotic personality. You can check it out by clicking here. <http://www.youtube.com/watch?v=yWiPF-e-RiCM>

This past weekend the neurotic comedian mingled with guests and performed at a private fundraiser in Scottsdale, AZ. The sold-out event held at **Congregation Beth Israel (CBI)** was the congregation's first Comedy Night. The fundraising committee turned one of the event rooms at the temple into an elegant comedy club.



(Michele Kahn, Richard Lewis and Rabbi Stephen Kahn)

And the GREEN ROOM for Richard Lewis? They used CBI's **Rabbi Stephen Kahn's** study. "I haven't been sent to the Rabbi's study since I was a young boy!," joked Richard behind the scenes."

CBI's Executive Director, **Terry Taubman** headed the event committee with CBI's Preschool Director, **Kim Subrin** and community volunteers **Amy Schur**, **Jaime Stern**, **Julie Hymovitch** and **Molly Reuben**.

Planning this event for the Taubman's was a family affair. It reflected CBI's and the family's philosophy of giving back, especially of Terry's husband (a well-known family law attorney and volunteers monthly at **Maricopa County's Family Law Assistance Program** to counsel the less fortunate involved in child custody cases.) Committee member Molly Rueben is Lon Taubman's step-daughter who works at Taubman's law firm.



(Lon Taubman, Terry Taubman, Richard Lewis, Molly Reuben and husband **Jeff Stanlis**)

And it's also "*ALL in the FAMILY*" you might say, because Terry Taubman, went to college at Ohio State with Richard Lewis. Her sorority was a sibling to his fraternity. "He wasn't doing comedy yet, but he had that personality that everyone knew who he was and he was popular," says Terry. "He was dating a sorority sister of mine."

By the way, there have been several women in Richard Lewis' life since college, but Richard has been very, very happily married to the love of his life **Joyce**, since 2005.



(Committee members Terry Taubman, Julie Hymovitch, Kim Subrin, Richard Lewis, Jaime Stern; Amy Schur, Molly Reuben)

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Prior to Richard's CBI performance he mingled with VIP sponsors and committee members. Among the community leaders were the event's top major sponsors **Jennifer and Dr. Stuart Garber, Reda and Dr. Ronald Garlikov, Nathan Learner, Cindy Lubin, David Lorsch and Brooke and James Levy.**

UPDATE:: Back at home in California **Richard Lewis** who's between his many projects said, "The evening at Temple Beth Israel in Scottsdale was one of the sweetest gigs I have had in recent memory."



Kathy Shayna Shocket is a freelance writer, TV- Field Producer and photographer based in Phoenix, AZ. She's a former TV-Reporter who has written for publications such as **TIME Magazine, Money Magazine, PEOPLE Magazine, The Hollywood Reporter** and **The NEW YORK TIMES**. You can reach her at redkarpetgirl@aol.com