



**PACIFIC ARTS
MOVEMENT**

Moving Pictures, Moving Minds

IMMEDIATE RELEASE

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5TH ANNUAL SPRING SHOWCASE ENDS IN LITTLE SAIGON WITH TRIBUTE TO VIETNAMESE AMERICAN COMMUNITIES

(San Diego, CA – April 28, 2015) -- More than 3,000 people came out for Pacific Arts Movement's 5th Annual San Diego Asian Film Festival Spring Showcase, a presentation of 16 films from 9 countries, from April 16-25, 2015. The Showcase wrapped with a powerful cinematic tribute on the occasion of the 40th anniversary of the Fall of Saigon in the community of City Heights. This tribute called "Cinema Little Saigon" was a film retrospective of works by Vietnamese American directors, and drew cross-generational, cross-cultural audiences from across San Diego County.

SPRING SHOWCASE HIGHLIGHTS:

- **Rousing crowds for the California premiere of IN FOOTBALL WE TRUST** with directors Tony Vainuku and Erika Cohn. Preceding the screening was a tailgate party with former Chargers players and the family of the late Junior Seau.
- **Ping pong champions and enthusiasts** turned out in force to participate in live table tennis demonstrations and watch the inspirational **closing night film TOP SPIN**.
- Announcement of our **Audience Award Winner, PRINCESS JELLYFISH**, a bubbly comedy about geeks who save their neighborhood by putting on a fashion show.
- **Nine Q&As with filmmakers**, plus three student outreach screenings at Hoover High School.
- A celebration of classic and cutting-edge cinema technology: **two archival films on 35mm** and the North American premiere of the 3D version of Tsui Hark's **THE TAKING OF TIGER MOUNTAIN**.

The Spring Showcase was made possible with support from the City of San Diego Commission for Arts and Culture, Union Bank, Barona Resort & Casino, McGregor & Associates, Stella Artois, Repromagic, Southwest Airlines, Pacific Islanders in Communications, U-T San Diego, KPBS, Wawanesa, Zion Market, and Kyocera. Cinema Little Saigon was made possible through support from Price Philanthropies, The California Endowment, and the Offices of Councilmembers Marti Emerald and Scott Sherman.

For more information about Pacific Arts Movement, go to www.PacArts.org

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