



News from the  
**Philippine Cinema Showcase**

**PRESS RELEASE**

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**FOR IMMEDIATE RELEASE**

**PHILIPPINE CINEMA SHOWCASE CUTS, SIMPLIFIES  
TICKET PRICING IN RESPONSE TO CHANGING ECONOMIC CONDITIONS**

Effective immediately, all tickets for all shows at the Philippine Cinema Showcase are now \$5.

This both cuts and simplifies a pricing structure which previously offered a top general admission price of \$8.50, and a student/senior/military discount price of \$6.50. “Consumers have, of course, become extremely value-conscious in response to the confusing economic conditions we all find ourselves in,” said Arnold Marquez, curator for the series which features quality Filipino language films subtitled in English. “We serve at the pleasure of our audiences, and want them to keep enjoying the best in Philippine film.”

The Philippine Cinema Showcase takes place at the Goldilocks Theater, UltraStar Chula Vista Cinemas, located at 555 Broadway, Chula Vista, California.

Currently playing is *Tulad Ng Dati*, director Mike Sandejas’ fantasy retelling of a real band’s actual history making its commercial theatrical premiere in a weeklong engagement running Friday, October 10 through 16. *Tulad Ng Dati* (which means “Just Like Before”) is in Filipino language with English subtitles, runs 86 minutes, and tells the story of a Filipino rock band, played by members of real-life band The Dawn. Finding fame in the 1980s, and following the murder of a founding member and years of decline, the band is reduced to playing small gigs. When the lead singer (Jett Pangan) is robbed and suffers amnesia, he throws the band and his family into chaos when he insists on living as his 1980s self. All must decide whether to rest on past laurels, or unite to fight and earn future success.

The Philippine Cinema Showcase will also offer reprise showings of San Diego Asian Film Festival programs. Among them, Ms. Christine Gambito, known to her fans for her “Happy Slip” internet video shorts, will appear at 8 p.m., Wednesday, October 15, 2008. This appearance reprises Ms. Gambito's earlier presentation taking place at 6 p.m., Monday, October 13 at UltraStar Mission Valley as part of San Diego Asian Film Festival 2008.

*(continued next page)*

33 year-old Gambito, a former nurse-turned-actress, had for years entertained her family with skits featuring humor gently mocking their cultural quirks. Serving as her own director, camera operator, editor, and star, Ms. Gambito made and posted short videos which, starting in 2006, drew tens of thousands of views from YouTube.com users around the world. She has since established hers as one of YouTube's all-time most subscribed sites, becoming a new-media darling featured as a guest speaker at digitalmediawire's “Future of Film” conference in Los Angeles in 2007. In addition to playing her popular “Happy Slip” shorts and discussing their production and impact, Ms. Gambito will also screen her “Experience Philippines” videos made under sponsorship of the country's Department of Tourism.

From October 17 through 19, the Philippine Cinema Showcase will present reprise screenings of the four Philippine film programs at San Diego Asian Film Festival 2008: shorts program "Manila & Beyond"; and acclaimed features *Santa Mesa*, directed by Ron Morales; and *Foster Child* and *Tirador*, both directed by Dante "Brillante" Mendoza.

Exemplary of the film offered at San Diego Asian Film Festival and by the Philippine Cinema Showcase, *Foster Child* features a performance by Cherry Pie Picache that earned her Best Actress Award honors at international film festivals in India and South Africa. This week Ms. Picache was awarded the Best Actress Gawad Urian Award by *Manunuri ng Pelikulang Pilipino*, an association of respected Philippine film writers best compared in composition and prestige to the New York Film Critics Circle.

*Foster Child* director Brillante Mendoza, recipient of worldwide praise for his work and a six-film showcase at July 2008's Paris Cinema International Film Festival, added the Best Director Gawad Urian Award this week for *Tirador*. The film also received Gawad Urian Awards for Best Cinematography, Best Supporting Actress for Angela Ruiz, Best Sound, and Best Picture.

#### **ABOUT ULTRASTAR DIGITAL CINEMA**

UltraStar Cinemas is headquartered in San Diego County and operates 102 screens at 13 sites throughout Southern California. In 2006, UltraStar Cinemas became the first theater company in the world to be fully equipped with Pure Digital Cinema® powered by DLP Cinema® technology in all of its locations. UltraStar Cinemas has historically been an innovator on the cutting edge of theater technology and continues to be a pioneer of the digital age of cinema by bringing alternative entertainment to the big screen, including such live events as the Academy Awards® and SuperBowl XL.

#### **ABOUT SAN DIEGO ASIAN FILM FOUNDATION**

San Diego Asian Film Foundation is a nonprofit 501c3 organization dedicated to promoting the Pan Asian experience through the media arts. Its San Diego Asian Film Festival, San Diego's largest pan Asian cultural event, celebrated its eighth year in 2007: a record 15,000 attendees experienced over 150 short and feature films from 15 different countries.

#### **ABOUT PHILIPPINE CINEMA SHOWCASE**

The Philippine Cinema Showcase is a film series offering Filipino language films at the UltraStar Chula Vista 10 theaters located at 555 Broadway, Chula Vista, California. The Showcase is part of San Diego Asian Film Foundation's new *Asian Picture Show* program, designed to increase awareness and appreciation of films from Asia.

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**WHO**

Philippine Cinema Showcase  
San Diego Asian Film Foundation Office  
7290 Engineer Road, Suite A  
San Diego, CA 92111-0212

**WHAT**

The Philippine Cinema Showcase cuts and simplifies its ticket pricing: all tickets are now \$5.

**WHERE**

The Goldilocks Theater, UltraStar Chula Vista 10 Cinemas, located at 555 Broadway, Chula Vista, California, 619-338-4214.

**WHEN**

All shows daily.

**WHY**

The Philippine Cinema Showcase is film series designed to serve San Diego's Filipino Americans, the largest of the county's Asian Pacific Islander (API) communities.

**HOW**

All tickets are now \$5 and are immediately available at the UltraStar website, [www.ultrastarmoves.com](http://www.ultrastarmoves.com), as well as at the UltraStar Chula Vista box office, 619-338-4214.

**CONTACT**

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