



News from the  
**Philippine Cinema Showcase**

**PRESS RELEASE**

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**FOR IMMEDIATE RELEASE**

**PHILIPPINE CINEMA SHOWCASE  
DISCONTINUED AFTER OCTOBER 23, 2008**

The Philippine Cinema Showcase, a cooperative venture between San Diego Asian Film Foundation and UltraStar Cinemas, will be discontinued after October 23, 2008. The Showcase has taken place at the Goldilocks Theater at the UltraStar Chula Vista Cinemas, 555 Broadway, Chula Vista, California.

Launched August 22nd with a gala party, the Philippine Cinema Showcase was intended to run a full year. "We promised 'the BEST in Philippine film,' and we were true to that promise to the end," stated Arnold Marquez, curator for the series. "We began with the Philippines' submission for the Academy Award for Best Foreign Language Film, Adolfo Alix, Jr.'s *Donsol*. We're ending with two films from Brillante Mendoza, the country's hottest director. Between them these two films won six awards this month for Best Picture, Best Director, Best Actress, Best Supporting Actress, Best Cinematography, and Best Sound in the best-regarded award ceremony in the Philippines, the *Gawad Urian Awards*."

The Philippine Cinema Showcase may have run afoul of adverse economic conditions. "We cut ticket prices recently, all tickets \$5, all the time," said Marquez, "aware that the nation's mood has trended down with national finances. But we have also programmed some gritty, challenging contemporary material, and in such times as this, audiences may be seeking more diversion. We have to remember, the Great Depression was the heyday of the movie musical."

"On behalf of San Diego Asian Film Foundation, we'd like to thank UltraStar Cinemas for their vision in bringing forth this initiative," said Lee Ann Kim, San Diego Asian Film Foundation Executive Director. "UltraStar CEO John Ellison and his entire UltraStar staff have been tremendously supportive, as have our sponsors and audiences. We wish we could continue."

Through October 23rd, Brillante Mendoza's award-winning films *Foster Child* and *Tirador* play in repertory at the Showcase: *Foster Child* plays at 11 a.m.; 3:15, and 7:30 p.m. each day; *Tirador* at 1:15 and 5:30 p.m. The last show in the series will be the 7:30 p.m., Thursday, October 23rd screening of *Foster Child*.

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**ABOUT FOSTER CHILD**

Directed by Dante “Brillante” Mendoza and 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. Ms. Picache was also awarded the Best Actress *Gawad Urian* Award October 1st 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*, which received a standing ovation at its premiere at the Cannes Film Festival, tells the story of the last day under foster care of a child being adopted.

**ABOUT TIRADOR**

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 October 1st for *Tirador*. The film also received *Gawad Urian* Awards for Best Supporting Actress for Angela Ruiz, Best Cinematography, Best Sound, and Best Picture. Awhirl with motion and menace, and set in Manila slums against the backdrop of corrupt electioneering politicians and religious fervor, *Tirador* lays bare the crime-ridden life of the Philippines' poorest in Mendoza's internationally acclaimed, spare, unflinching style.

**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 *Asian Picture Show* program, designed to increase awareness and appreciation of films from Asia.

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