



## FOR IMMEDIATE RELEASE

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## GROUNDBREAKING PHILIPPINE CINEMA SHOWCASE LAUNCHES AUGUST 22 AT ULTRASTAR CHULA VISTA FOR ONE YEAR

(San Diego, CA--) The San Diego Asian Film Foundation (SDAFF), in collaboration with UltraStar Cinemas, announces the August 22, 2008 launch of its **Philippine Cinema Showcase (PCS)**, a year-long film series offering **Filipino films for 365 consecutive days at the UltraStar Chula Vista 10 theaters located at 555 Broadway, Chula Vista, California.**

The PCS is part of SDAFF's new "Asian Picture Show" program, designed to increase awareness and appreciation of films from Asia, the vast majority of which never receive U.S. distribution. During the PCS, one contemporary Philippine film will be presented each week along with older, rarely-seen titles. Films from other Asian countries will also receive highlighting from time to time.

"We are very excited about this showcase, especially for our Filipino American community, which makes up the largest Asian Pacific Islander group in the county," says SDAFF Executive Director Lee Ann Kim. "We know of no other such film series in the United States, so we expect this series to generate widespread recognition and possibly serve as a national model in other major cities."

UltraStar Cinemas co-founder, Senior Vice President, and CEO John Ellison stated that the suggestion to program content of interest to Filipino Americans came via a "cast member," the corporation's term for its employees.

Arnold Marquez, co-founder and former Director of Programs at SDAFF, will curate the PCS. Mr. Marquez brings a cross-cultural perspective having previously managed San Diego Asian American Repertory Theater, the Asian Pacific Historic Collaborative, and served on the board at Common Ground Theatre, San Diego's oldest African American theater company.

**Schedule of films and more info about the Philippine Cinema Showcase at:**  
**[www.philippinecinemashowcase.org](http://www.philippinecinemashowcase.org)**



### 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 premiere event is the San Diego Asian Film Festival, which takes place at the UltraStar Mission Valley. More than 20,000 attendees are expected at the 9<sup>th</sup> Asian Film Festival, October 9-16, showcasing more than 120 short and feature films from 15 different countries. [www.sdaff.org](http://www.sdaff.org)



### 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. [www.ultrastarmovies.com](http://www.ultrastarmovies.com)