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**Cine+Más Debuts San Francisco Latino Film Festival
San Jose Opening Night Film and Fiesta Program Hosted at
The Tech Museum IMAX Theatre on Wednesday, November 11, 2009
at 6 pm**

Opening night invited guests include Peru's own Daniel Ro and feature the West Coast Premiere of his film "El Acuarelista"

Cine+Más' debut **San Francisco Latino Film Festival (November 5-25, 2009)** arrives in theatres, museums and cultural centers throughout the San Francisco Bay Area spanning 3 cities over 14 days. Building on the traditions of the former SF International Latino Film Festival, **Cine+Más' launch is a new vision and brand.** Cine+Más contributes to the Bay Area's active and diverse arts scene through the San Francisco Latino Film Festival, year-round programming and special events centered on the celebration of Latino arts- including the visual, performance, and literary arts.

The Tech Museum IMAX Theatre will host the **Fiesta and San Jose Opening Night Program on Wednesday, November 11, 2009 at 6:00 pm.** A cocktail reception, Meet/Greet with the **Daniel Roe, Director**, and West Coast Premiere screening of his film "*El Acuarelista*". **Daniel Ro** is a revolutionary among the explosion of filmmakers to recently come out of Peruvian cinema. Mr. Ro is now working on "*El Jardinero*" an international production with an all Chinese cast. The film will be shot in Mandarin and Spanish on location in Peru and in Thailand.

San Jose opening night event details ~ Wednesday, November 11, 2009 :

WHERE: The Tech Museum, 201 S. Market Street, San Jose

- **Cocktails, Reception 6:00 pm**
- **IMAX Film Screening, Q+A 6:45 pm (1:35 h)**
- **Fiesta, Music : 8:00 pm – 10:00 pm**

Video trailer: youtube.com/watch?v=rFbXUccWhSw&feature=player_embedded

About the Film:

Miguel Iza wants out of the daily grind. He decides to trade in his day-in-day-out cubicle existence to devote his life to art, but his journey is a battle filled with opposition. He learns to deal with the pressures of being unconventional in a conventional world. Patricia Pereyra, Salvador del Solar and Argentinean actress Sol Alba are among the Latino star studded cast.

* Peruvian and Latin American food and beverages will accent this community program and opening night fiesta.

About Cine+Más

Cine+Más contributes to the Bay Area's active and diverse arts scene through the San Francisco Latino Film Festival, year-round programming and special events centered on the celebration of Latino arts- including the visual, performance, and literary arts.

Our mission for the SFLFF, a volunteer run and produced program is to showcase and promote, the visual, performance and film as art from the work of emerging and established filmmakers from the US, Latin America, Spain, and Portugal. We will showcase the talent from Mexico, Peru, Uruguay, Chile, Venezuela, Argentina and the US.

The SFLFF runs November 5-25, 2009 in San Francisco, San Jose, and Berkeley.

Venues include the Landmark Theatres (San Francisco), The Mission Cultural Center (San Francisco), La Pena Cultural Center (Berkeley), MACLA (San Jose), and The Tech Museum's IMAX Theatre (San Jose). Tickets are \$25 at The Tech Museum for IMAX screening and opening night fiesta; www.thetech.org or call 408.294.8324. For additional program and ticketing information, please visit www.sflatinofilmfestival.com or call 415.282.9796.

About The Tech Museum

The Tech Museum is a hands-on technology and science museum for people of all ages and backgrounds. The museum - located in the Capital of Silicon Valley - is a non-profit educational resource established to engage people in exploring and experiencing technologies affecting their lives. Through educational programs such as The Tech Challenge, our annual team design competition for youth, and internationally renowned programs such as The Tech Awards presented by Applied Materials, Inc., The Tech Museum celebrates the present and encourages the development of innovative ideas for a more promising future.



Daniel Ro, Director, "El Acuarelista".

