

FOR IMMEDIATE RELEASE

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**Cine+Más SF presents the San Francisco Latino Film Festival
September 16-26, 2010**

**LA YUMA and LEO'S ROOM Opening Night Films at the Roxie Theatre
Friday, September 17, 2010 at 7pm**

SAN FRANCISCO, CA - September 6, 2010 - Cine+Más SF presents the **San Francisco Latino Film Festival (September 16th-26th, 2010)** in theatres, museums and cultural centers throughout the San Francisco Bay Area spanning five cities over 10 days and screening 33 films from Latin America, Spain, and the United States - independent, classics, international and local.

As a Cine+Mas SF exclusive, the Frameline and Sundance award winning film *UNDERTOW* will be screened Thursday, September 16th at the Roxie Theatre at 7 pm.

Friday, September 17th - the Opening Night films of the SFLFF will present the critically hailed and Northern California premier of *LA YUMA* and *LEO'S ROOM*.

The SFLFF program includes award winning and critically acclaimed documentaries and feature films from Mexico, Brazil, Bolivia, Cuba, Spain, Argentina, Colombia, Nicaragua, Uruguay, Peru, and the USA. Several filmmakers will be in attendance from the US, Latin America, as well as local talent from the San Francisco Bay Area.

The festival will open with *LA YUMA* by Florence Jaugey (2009, Nicaragua). This is the story of Yuma, a strong-willed and rebellious girl from the poor neighborhoods of Managua, who dreams of being a boxer. Her journey explodes onto the scene as the first feature film to come out of Nicaragua in 20 years. The film has been recognized with multiple awards the world over including: Malaga Film Festival (Spain), Guadalajara Film Festival (Mexico), Festival of Cartagena (Colombia), and the South American Film Encounters Marseille (France).

A short list of films include: *OWNED* by San Francisco filmmaker Jose Montesinos; *Cooking Up Dreams*, a documentary by Peru's Ernesto Caballos; *Elephant Graveyard* by Bolivia's Tonchi Antezana; *Leo's Room* by Uruguay's Enrique Bunchichio; *Felicitas* by Argentina's María Teresa Constantini; *La Fiesta Eterna* by USA's Christopher Chacon; *Eyes Wide Open* by Gonzalo Arijon; *Broken Gods* by Cuba's Ernesto Daranas Serrano; *Lula, The Son of Brazil* by Brazil's Fábio Barreto and Marcelo Santiago; *Heart of Time* by Mexico's Alberto Cortes, and many more.

What: San Francisco Latino Film Festival

Where: SAN FRANCISCO

When:

Sept. 16 Exclusive pre-theatrical release screening of *UNDERTOW*
Screening at the Roxie Theatre.

Sept. 17-19 Opening Night at The Roxie Theatre *LA YUMA* and *LEO'S ROOM*. Additional features, docs, and Mexican classic screenings.

Sept. 18-19 Mission Cultural Center. US features, shorts, & docs.
Filmmakers invited.

Sept. 25 University of San Francisco, *LULA*, *SON OF BRAZIL*

Sept. 26 Ichtus Gallery

MARIN

College of Marin

Sept. 22-23

REDWOOD CITY

Veterans Memorial Senior Center

Sept. 24

SAN JOSE

The Tech Museum

Centerpiece event - Screening & reception

Sept. 23

BERKELEY

Sept. 21

Screenings at La Peña Cultural Center

What: San Francisco Latino Film Festival

WHERE/WHEN:

Sept. 16, 7:30PM, Exclusive pre-theatrical release screening of *UNDERTOW*, The Roxie Theatre, San Francisco. Director invited.

Sept. 17, 7PM Opening Night Films, The Roxie Theatre, San Francisco.

Sept. 16-19, 2-9PM, Mission Cultural Center, San Francisco and The Roxie Theatre.

Sept. 25 7PM University of San Francisco

Sept. 26 6PM Ichtus Gallery Screenings, San Francisco

As this year's Film Festival coincides with Hispanic Heritage Month, we invite the community to an open reception and Festival kick-off with CBS 5 and The CW 44 Cable 12 on Wednesday, September 15, 2010 from 6:00 pm – 8:00 pm. To RSVP please visit:

<http://cbs5cw44hbm.eventbrite.com/>

About Cine+Más SF

Cine+Más SF 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. Sponsors, collaborators, and supporters include Comcast, CineLatino, Continental, Levi's, The Tech Museum, Estrella TV, CBS 5/ The CW 44 Cable 12, the Consulate of Mexico in San Jose and San Francisco, Circulo Creativo, Mission Cultural Center, College of Marin, the San Jose Public Library, and the San Francisco Public Library.

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. The SFLFF runs September 16-26, 2010 in San Francisco, San Jose, Berkeley, Redwood City and Marin. Venues include The Roxie Theatre, The Mission Cultural Center, University of San Francisco (San Francisco), La Peña Cultural Center (Berkeley), The Tech Museum (San Jose), Veterans Memorial Senior Center (Redwood City), and College of Marin (Marin). For additional program information please visit www.sflatinofilmfestival.org or call 415-826-7057. For tickets visit www.brownpapertickets.com or call 1-800-838-3006.

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