



**FOR IMMEDIATE RELEASE**

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## **CAAMFest San Jose Returns with a “Fresh” New Lineup September 17-20, 2015**

**SAN FRANCISCO, Aug. 21, 2015** – The Center for Asian American Media (CAAM) is excited to announce the return of CAAMFest San Jose. CAAMFest San Jose brings the innovative spirit and forward thinking of CAAM’s annual CAAMFest to the South Bay for four days of exclusive sneak peeks and film premieres, conversations with celebrated media makers and lively parties. The festival officially opens on Friday, September 18th with a special presentation welcoming the start of Season Two of the ABC hit comedy FRESH OFF THE BOAT.

Celebrating its thirteenth year in San Jose, CAAMFest San Jose presents films and events reflecting the impact and influence of Asian Americans in Silicon Valley and their continuous innovation in technology, arts and culture, media and community.

“CAAMFest San Jose satiates Silicon Valley’s hunger for diverse stories that reflect the region’s unique pluralism,” says Masashi Niwano, CAAM’s Festival and Exhibitions Director, “CAAM is thrilled to expand the Festival’s menu to include not only local and international films, but other diverse mediums that showcase the growing prominence of Asians and Asian Americans in all realms of media and culture.”

### **PROGRAM HIGHLIGHTS**

#### **CAAMFEST SAN JOSE KICK OFF PARTY**

Mingle with filmmakers, special guests and fellow film-aficionados as we jumpstart this year’s program. Presented in partnership with Asian Americans for Community Involvement (AACI).  
*Thursday, September 17 at 7pm, Location TBA*

#### **OPENING NIGHT: FRESH OFF THE BOAT, SEASON TWO EXCLUSIVE**

Groundbreaking series FRESH OFF THE BOAT, starring Randall Park, Constance Wu and Hudson Yang, opens the festival on Friday, September 18, followed by the Opening Night Party at the beautiful San Jose Museum of Art. Continuing the legacy of Margaret Cho’s 1994 ALL AMERICAN GIRL, FRESH OFF THE BOAT heralds a new era of Asian Americans in mainstream media. Special guest Executive Producer Melvin Mar joins us as we celebrate the start of Season Two.

In the spirit of FRESH OFF THE BOAT, we’re bringing back the ‘90s at the San Jose Museum of Art. Rub elbows with Melvin Mar and other special guests, explore the museum’s latest exhibit, *Covert Operations: Investigating the Known Unknowns*, and dance to hip-hop throwbacks

**STORIES TO LIGHT**

**A** 145 NINTH STREET, SUITE 350, SAN FRANCISCO, CA 94103-2641 **T** 415 863 0814 **F** 415 863 7428 **W** [WWW.CAAMEDIA.ORG](http://WWW.CAAMEDIA.ORG)

provided by Richie Menchavez of TRAKTIVIST.com. Libations and small bites courtesy of Ginger Café, Chola Desserts and other local favorites. *Friday, September 18, Opening Night Film, at 7pm at Camera 3 Cinema; Opening Night Party, at 9pm at San Jose Museum of Art*

**CENTERPIECE: ARTIST SPOTLIGHT: GREG PAK**

CAAMFest San Jose spotlights award-winning Korean American filmmaker and comic book writer, Greg Pak. In a rare on-stage conversation, journey through Pak's remarkable career and hear the behind-the-scenes stories on his creative achievements in comic books (Marvel's X-MEN, STORM, IRON MAN) and cinema (ROBOT STORIES). Moderated by acclaimed writer and cartoonist Gene Luen Yang (AMERICAN BORN CHINESE), guests will also receive an exclusive look at his newest comic, KINGSWAY WEST, featuring a Chinese gunslinger. *Sunday, September 20 at 2:30pm at Camera 3 Cinema*

**CLOSING NIGHT: QUEEN**

CAAM closes the festival with Indian indie favorite, QUEEN, directed by Vekas Bahl. QUEEN follows Rani, who is all set for her wedding and honeymoon, until her egotistical fiancé calls it off at the last minute. She decides to go on her honeymoon alone and embarks on a quirky adventure of self-discovery. *Sunday, September 20 at 7pm at Camera 3 Cinema*

**CHINESE COUPLETS**

San Jose State Alumni and Bay Area's own Felicia Lowe offers perhaps her most deeply personal film with CHINESE COUPLETS. Featuring Lowe's own mother, whom she calls the "hardest story for her to crack," CHINESE COUPLETS follows three generations of Chinese women as Lowe searches for answers about her mother's emigration to the United States. Director Felicia Lowe will be in attendance. *Saturday, September 19 at 6pm at Camera 3 Cinema*

**EXPECTED GUESTS IN ATTENDANCE (as of August 20, 2015)**

Barney Cheng, Director/Cast, BABY STEPS  
Don Young, Producer, LUCKY CHOW  
Felicia Lowe, Director, CHINESE COUPLETS  
Gene Luen Yang, Moderator, ARTIST SPOTLIGHT  
Greg Pak, Writer, KINGSWAY WEST, ARTIST SPOTLIGHT  
Melvin Mar, Executive Producer, FRESH OFF THE BOAT  
Nelson Kim, Director, SOMEONE ELSE  
Tony Vainuku, Co-director, IN FOOTBALL WE TRUST

**CAAMFEST 2015 SCHEDULE**

**THURSDAY LINE UP | SEPT. 17, 2015**

7:00PM      TBA      CAAMFEST SAN JOSE KICK OFF PARTY

**OPENING NIGHT PRESENTATION | SEPT. 18, 2015**

7:00PM      CAMERA 3      FRESH OFF THE BOAT  
9:00PM      SJMA      OPENING NIGHT PARTY

STORIES TO LIGHT

**SATURDAY LINE UP | SEPT. 19, 2015**

12:30PM	CAMERA 3	IN FOOTBALL WE TRUST
2:30PM	CAMERA 3	BABY STEPS
6:00 PM	CAMERA 3	CHINESE COUPLETS
8:00PM	NOMIKAI	CENTERPIECE PARTY
8:30PM	CAMERA 3	HOLLOW

**SUNDAY LINE UP | SEPT. 20, 2015**

11:30AM	JAMsj	LUCKY CHOW
2:30PM	CAMERA 3	CENTERPIECE: ARTIST SPOTLIGHT: GREG PAK
4:30PM	CAMERA 3	SOMEONE ELSE
7:00PM	CAMERA 3	CLOSING NIGHT: QUEEN

**TICKET AND VENUE INFORMATION**

General Admission: \$12  
Students/Seniors 65+/Disabled \$11  
CAAM/SJMA Member: \$10

Opening Night  
Screening + Party: \$35  
CAAM/SJMA Member: \$30  
Screening or Party Only \$20

All Access Pass  
General Admission: \$100  
CAAM Member: \$80

Passes and tickets are available for purchase online at [www.caamedia.org](http://www.caamedia.org) beginning August 20, 2015. There is a \$1.50 service fee for all tickets purchased online. You may also purchase film and party tickets in person at the CAAMFest San Jose Box Office located in the Camera 3 Cinema lobby September 17-20, 2015. Tickets to the Opening Night Party can be purchased at the door starting Friday, September 18<sup>th</sup> at 9pm at the San Jose Museum of Art.

Venues include: Camera 3 Cinema, 288 S. Second Street; San Jose Museum of Art (SJMA), 110 S. Market Street; Nomikai, 48 S. 1st Street; and Japanese American Museum of San Jose (JAMsj), 535 N. 5th Street.

**SPECIAL THANKS TO CAAMFEST SAN JOSE SUPPORTERS**

***CAAMFest San Jose Sponsors***

*Corporate:* Xfinity, AT&T, Cadillac, Southwest Airlines, San Jose Museum of Art

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*Foundation and Public Support:* Corporation for Public Broadcasting, Cultural Affairs grant from the City of San Jose

*Community:* Asian Americans for Community Involvement (AACI)

*Hospitality and Venues:* Camera 3 Cinema, Hyatt Place San Jose, Japanese American Museum of Art, Nomikai

*Media:* ABC 7 News, KTVU Fox 2, NBC Bay Area, San Jose Metro, Wild 94.9, Angry Asian Man, Hyphen Magazine

*Promotional:* TRAKTIVIST.com

**CAAMFest San Jose Advisory Council**

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**About CAAM:**

CAAM (Center for Asian American Media) is a non-profit organization dedicated to presenting stories that convey the richness and diversity of Asian American experiences to the broadest audience possible. CAAM does this by funding, producing, distributing and exhibiting works in film, television and digital media. For more information on CAAM, please call (415) 863-0814 or visit [www.caamedia.org](http://www.caamedia.org).

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