



Contact

Bobby Lin
212.989.1422
bobby@asiancinevision.org

FOR IMMEDIATE RELEASE
ACV Announces 2009 Executive Producer Liliana Chen

NEW YORK (April 30, 2009) Asian CineVision announces Liliana Chen of eLcie Media Services as its new Executive Producer of this year's Asian American International Film Festival. Ms. Chen's active involvement with the non-profit community, along with a strong record of bringing Asian and Asian-American projects into the spotlight of mainstream media make her the ideal partner for the festival, now in its 32nd consecutive year "Liliana's been such an avid supporter of our organization and the film festival over the last 10 years through a myriad of ways that have really helped ACV to grow whether it was through fundraising or organizing events," said Festival Manager, Irene Cifra. "It's exciting that we can work together in a greater capacity and realize the potential of a full partnership."

"Our festival has been around the longest out of all the Asian/Asian-American festivals in the country and our success is credited to the organizers always keeping in mind the identity of the festival, staying within our mission, and incorporating our message into the cultural fabric of New York City," says John Woo, acting-Executive Director of ACV. "With Liliana Chen's involvement this year, we are confident that she will be bringing a fresh outlook to the festival and allow us to maintain in touch with the ever changing face of Asian/Asian American cinema at home and overseas."

"I have been a supporter of ACV and AAIFF for over a decade and have always admired what they do for the Asian/Asian-American film community," said Liliana Chen. "To have the chance to be an integral part of this year's festival is an honor. This festival means so much to the growth of our artistic community, where our stories will come from, who will tell them, and how they will be told. I am thrilled to have the opportunity to develop and grow this festival and hopefully bring it into a new spectrum of cultural relevance in New York City and beyond."

Liliana Chen started her career as an Associate Producer at ABC News and later joined the staff of aMedia to publish aMagazine: Inside Asian America, one of the largest pan-Asian dual-audience lifestyle magazines ever to be distributed in English on newsstands across the country. She has worked on many ground breaking projects such as the PBS documentary "Becoming American: The Chinese Experience;" the revival of Rodgers & Hammerstein's "Flower Drum Song" as adapted by Tony Award Winning playwright, David Henry Huang; and recently completed work as an Associate Producer for "The Mikado Project". The festival this year will be conducted over a long weekend from Thursday, July 23 to Sunday, July 26. For updated information on films and ticket sales, please visit: asiancinevision.org.

ABOUT ASIANCEVISION (ACV)

Asian CineVision, Inc is a not-for-profit national media arts organization dedicated to the development, promotion and preservation of film and video arts by and about people of Asian descent. Founded in 1976 by Hong Kong cinema legend Tsui Hark, Oscar-nominated director Christine Choy, Danny Yung, and Peter Chow, ACV began as a media activism organization. The organization continues to serve the Asian American community by promoting the works of Asian and Asian American filmmakers, and providing a window to the diverse experiences and livelihoods of the Asian diaspora.

ABOUT THE ASIAN AMERICAN INTERNATIONAL FILM FESTIVAL (AAIFF)

AAIFF is the first and longest running festival in the country devoted to showcasing films created by media artists of Asian descent and about the Asian community. Founded in 1978, AAIFF continues to be a leading showcase for Asian American film and video. For more information about ACV and AAIFF visit: asiancinevision.org