

**FOR IMMEDIATE RELEASE**

Media contact: Nicole Bae

Asian CineVision

[press@asiancinevision.org](mailto:press@asiancinevision.org)

## **Asian CineVision Announces Free Programs in Flushing at Asian American International Film Festival 2016**

**NEW YORK, July 14, 2015** – From July 28 to August 1, 2015, AAIFF is returning to Queens for five days of free community events. In an effort to continue presenting the best in Asian and Asian American cinema to a broader audience, AAIFF 2015 is partnering with community sponsors and local business to host free programs organized around the themes of “Health and Wellness”, “Made in Flushing” and “Eat Well” at Flushing Town Hall plus a free outdoor screening.

“We are thrilled to continue our partnership with Asian CineVision and AAIFF 2015 in bringing Asian and Asian American films and events to the Flushing community,” said Ellen Kodadek, Executive & Artistic Director at Flushing Town Hall. “It’s important to our organization that we help to exhibit and promote the efforts of Asian and Asian Americans in film and video and build awareness to the contributions of Asian and Asian American artists.”

### **Flushing Town Hall - SURPRISE SCREENING**

Bring a picnic basket and join us as AAIFF debuts it’s Flushing program with a free “surprise” screening on Tuesday July 28th at 8:00pm. Stay tuned into our website (<http://aaiff.org/2015>) and our Facebook page (<https://www.facebook.com/aaiff>) as AAIFF will announce which film will play during the festival!

### **Health and Wellness - A SIMPLE LIFE**

AAIFF 2015’s Health and Wellness program focuses on healthy food and lifestyle choices for the Asian American community. On Wednesday July 29th at 6:00pm, Flushing Town Hall will bring together ten community health and wellness partners including Flushing BID, Sheraton Laguardia East, Flushing Town Hall, NYS Health Exchange, AARP, Emblem Health, American Diabetes Association, Yum Cha Yoga/Dim Sum Warriors and Long Island Care Center to present their expertise on the latest health and lifestyle trends.



*A Simple Life*

Then at 8:00pm, AAIFF will feature A SIMPLE LIFE, by director Ann Hui, about a film producer (Andy Lau) who helps care for his family's lifelong servant (Deanie Ip) after she suffers a stroke and must move into a nursing home.

**Made in Flushing - REVENGE OF THE GREEN DRAGONS**



*Revenge of the Green Dragons*

Flushing has provided a backdrop for many Asian and Asian American filmmakers and has also been home to many emerging Asian American artists. On Thursday July 30th AAIFF highlights the influence that Flushing has had on the Asian American film industry by presenting two free programs at Flushing Town Hall -- at 8:00pm REVENGE OF THE GREEN DRAGONS, a film about a Queens-based Chinese American gang, which will be preceded by FLUSHING WEB SERIES, a compilation of Flushing-inspired short films created by Swallowtail Studios. AAIFF is also hosting a rooftop after party at Leaf Lounge with a special "Revenge of the Green Dragons" cocktail.

### **Eat Well - OFF THE MENU**



*Off The Menu*

From the stories about how food is prepared to the culinary traditions that are passed on from generation to generation, people and food have always had a close relationship. On Friday July 31st at 8:00pm at Flushing Town Hall, AAIFF will feature Grace Lee's OFF THE MENU, a film that explores how we define "Asian America" -- through the thing that is near and dear to everyone, food. It is a documentary that travels from the Gulf Coast of Texas to the heartland of Wisconsin to New York's Lower East Side and delves into a wealth of stories, traditions, and unexpected characters that explore what it means to be Asian American today.

### **Flushing BID Street Fair**

On Saturday, August 1st from 11:00am to 4:00pm, AAIFF will join over 80 local New York businesses and organizations at the second annual Flushing BID Street Fair. Visit the AAIFF booth for complimentary passes to the AAIFF 2015 Sheraton LaGuardia East Hospitality Lounge.

### **Sheraton-LaGuardia East Hospitality Lounge - THE PURPLE ONION and OFF THE MENU**

Starting at 6:00pm, New York's own, Eric G. will hit the stage for a free live performance. A Filipino-American pop/R&B artist influenced by the likes of Michael Jackson, Eric G is a singer/songwriter and producer known for his catchy melodies and soul rock-infused beats. The night continues with two free encore screenings of OFF THE MENU and THE PURPLE ONION at the Sheraton-LaGuardia outdoor terrace.



*The Purple Onion*

To learn more about the full schedule of events, visit <http://aaiff.org/2015>.

### **Festival Ticket Information**

Tickets for general admission are \$14. Tickets for seniors (65+), students and handicapped (must present valid ID) are \$12. Tickets for ACV members and Community Partners are \$10.50. For Opening, Centerpiece, and Closing Night Events, please check website for ticket details.

### **General Festival Information**

The Asian American International Film Festival (AAIFF) is a presentation of Asian CineVision. The festival is a celebration of inspiring Asian and Asian American works in film and video from innovative artists around the world. AAIFF 2015 takes place July 23-August 1, 2015 in Manhattan and Queens. Manhattan venues include: Cinema Village East (181-189 2nd Avenue); Asia Society (725 Park Avenue); Museum of Chinese in America (215 Centre Street); Queens venues include: Museum of the Moving Image (36-01 35th Ave, Astoria); and Flushing Town Hall (13735 Northern Boulevard, Flushing).

### **About Asian CineVision:**

Asian CineVision (ACV) is a 501(c)(3) nonprofit media arts organization devoted to the development, exhibition, promotion, and preservation of Asian and Asian American film and video.

###