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## AARP Supports Asian American Film as a Premier Sponsor of San Francisco's CAAMFest



AARP is sponsoring the Director Mahesh Pailoor's feature film debut *BRAHMIN BULLS*, the 20th anniversary screening of Academy Award winner Ang Lee's *EAT DRINK MAN WOMAN*, and CAAM's *MEMORIES TO LIGHT* at the 2014 CAAMFest.

SAN FRANCISCO, March 11, 2014 – AARP is proud to be a Premier Sponsor of the 32nd annual CAAMFest in San Francisco from March 13-23. CAAMFest, presented by the Center for Asian America Media (CAAM), is the nation's largest showcase for new Asian American and Asian films.

“Like [AARP's Movies for Grownups®](#), CAAMFest celebrates diverse movies with storylines and performances that reflect the hopes, dreams, and experiences of people 50+,” said Daphne Kwok, AARP Vice President of Multicultural Markets and Engagement, Asian American and Pacific Islander Audience. “We are honored to partner for the first time with CAAM, a leader in the Asian American and Pacific Islander community that presents high caliber films that are also relevant to older moviegoers and seldom brought to the screen.”

“We're grateful for AARP's sponsorship,” said Stephen Gong, CAAM Executive Director. “Our sponsors make our work possible and enhance the festival experience for our community, filmmakers, and artists.”

At this year's CAAMFest, AARP is sponsoring three programs:

- [BRAHMIN BULLS](#) starring Sendhil Ramamurthy of TV's *HEROES*, veteran character actor Roshan Seth, and Academy Award winner Mary Steenburgen makes its San Francisco premiere at CAAMFest. Director Mahesh Pailoor's feature film debut, *BRAHMIN BULLS* is a heartfelt and humorous exploration of the ever-evolving relationship between a father and son, the women in their lives, and the powerful secrets they keep. There will be a special question and answer session with the filmmakers following the screening on Saturday, March 15 at New People Cinema.
- Academy Award winner Ang Lee's critically acclaimed [EAT DRINK MAN WOMAN](#) celebrates its 20th anniversary at CAAMFest. The film is the story of master Chinese chef Mr. Chu, his three daughters, and their Sunday night dinners. Each week, the family meal quickly turns into an “announcement” session, where Confucian traditions meet and clash with modern love and the unpredictability of life.



- [MEMORIES TO LIGHT 2.0](#) is a collection of home movies that tell the story of Asian America. CAAM collects, digitizes, and publicly shares personal home movies shot on 8mm, super-8, and 16mm film. This year's selections from the project include images of San Francisco landscapes of the 1930s and '40s, footage of Japanese American farmers and fishermen, and the recollections of a Chinese American family living abroad in India in the 1960s.

CAAMFest (formerly known as the San Francisco International Asian American Film Festival) annually presents approximately 130 works in San Francisco, Berkeley and Oakland. Since 1982, the festival has been an important launching point for Asian American independent filmmakers as well as a vital source for new Asian cinema.

For more information about how AARP helps Asian American & Pacific Islander families get more out of life, visit [www.aarp.org/aapi](http://www.aarp.org/aapi) or [@aarpaapi](https://twitter.com/aarpaapi).

#### **ABOUT AARP**

AARP is a nonprofit, nonpartisan organization, with a membership of more than 37 million, that helps people turn their goals and dreams into real possibilities, strengthens communities and fights for the issues that matter most to families such as healthcare, employment and income security, retirement planning, affordable utilities and protection from financial abuse. We advocate for individuals in the marketplace by selecting products and services of high quality and value to carry the AARP name as well as help our members obtain discounts on a wide range of products, travel, and services. A trusted source for lifestyle tips, news and educational information, AARP produces AARP The Magazine, the world's largest circulation magazine; AARP Bulletin; [www.aarp.org](http://www.aarp.org); AARP TV & Radio; AARP Books; and AARP en Español, a Spanish-language website addressing the interests and needs of Hispanics. AARP does not endorse candidates for public office or make contributions to political campaigns or candidates. AARP Foundation is an affiliated charity of AARP that is working to win back opportunity for struggling Americans 50+ by being a force for change on the most serious issues they face today: housing, hunger, income and isolation. AARP has staffed offices in all 50 states, the District of Columbia, Puerto Rico, and the U.S. Virgin Islands. Learn more at [www.aarp.org](http://www.aarp.org).

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