AARP Honors Asian American Filmmaking as Premier Sponsor of Bay Area’s CAAMFest

AARP Members Receive Special Discount Ticket Prices at Box Office or CAAMFest.com

Left: AARP is a Premier Sponsor of this year's CAAMFest in the Bay Area. The iconic Castro Theater in San Francisco is one of CAAMFest's venues in San Francisco, Oakland, and Berkeley.
Right: Filmmaker Kip Fulbeck as a child with his father in MEMORIES TO LIGHT, a documentary sponsored by AARP.

SAN FRANCISCO, February 24, 2015 – AARP is proud to be a Premier Sponsor of the 33rd annual CAAMFest in San Francisco, Berkeley, and Oakland from Thursday, March 12 to Sunday, March 22. CAAMFest, presented by the Center for Asian America Media (CAAM), is the nation’s largest showcase for new Asian American and Asian films. AARP members receive a special discount on tickets to all CAAMFest programs using promotion code AARPCAAM15 online or showing their membership card at the box office. Learn more, watch trailers, and buy tickets at CAAMFest.com.

“CAAMFest, like AARP’s Movies for Grownups®, celebrates outstanding filmmaking with distinct relevance to the 50+ audience,” said Daphne Kwok, AARP Vice President of Multicultural Markets and Engagement, Asian American and Pacific Islander Audience. “We are honored to partner again with CAAM as we know how powerful and impactful films are to informing and educating people about the Asian American experience.”

AARP is the exclusive title sponsor of the Closing Night Party on Sunday, March 22 at Vessel Gallery in Oakland following the world premiere of LUCKY CHOW. The film follows LUCKYRICE culinary festival founder Danielle Chang as she travels across America, exploring the Asian food landscape.

“We are extremely grateful for AARP’s continued support in order to produce a better festival,” said CAAM Executive Director Stephen Gong, “AARP and CAAMFest share a common commitment to the Asian American and Pacific Islander community, making the partnership a natural fit for both organizations.”
At this year’s CAAMFest, AARP is also sponsoring MEMORIES TO LIGHT: KIP FULBECK, a live home movie performance by pioneering artist, spoken word performer and filmmaker Kip Fulbeck. Fulbeck’s work, in films like BANANA SPLIT and books like “Mixed: Portraits of Multiracial Kids,” delves deeply and fearlessly into the implications of mixed-race identity. Drawing upon his family’s home movies, Fulbeck has fashioned a unique live performance that promises to be unforgettable.

CAAMFest (formerly known as the San Francisco International Asian American Film Festival) is an 11-day celebration of film, music, food and digital media from the world’s most innovative Asian American artists. 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.

About AARP
AARP is a nonprofit, nonpartisan organization, with a membership of nearly 38 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; 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. The AARP Foundation is an affiliated charity that provides security, protection, and empowerment to older persons in need with support from thousands of volunteers, donors, and sponsors. 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.