AARP Returns as Premier Sponsor of Bay Area’s CAAMFest

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

At CAAMFest 2016, AARP presents PLEASE REMEMBER ME, a documentary about the unbreakable bond between a couple in Shanghai.

SAN FRANCISCO, February 29, 2016 – AARP is proud to return as a Premier Sponsor of CAAMFest in San Francisco and Oakland from Thursday, March 10 to Sunday, March 20. The film festival, presented by the Center for Asian America Media (CAAM), is the nation’s largest showcase for new Asian American and Asian movies. AARP members receive a special discount on tickets to all CAAMFest programs using promotion code AARP16 online or showing their membership card at the box office. Learn more, watch trailers, and buy tickets at CAAMFest.com.

At this year’s CAAMFest, AARP is presenting PLEASE REMEMBER ME, a documentary about octogenarian couple Feng and Lou who are living with Alzheimer’s. Executive produced by award-winning filmmaker Ruby Yang, the film is a tender portrait of a longtime couple who, like many elderly Chinese today, live alone as their children have settled overseas. Director Zhao Qing follows her great-uncle and -aunt over three years as Feng works pragmatically to remedy his beloved wife’s increasing dependence and loss of memory.
“AARP is excited to again sponsor CAAMFest,” said Daphne Kwok, AARP Vice President of Multicultural Leadership, Asian American and Pacific Islander Audience Strategy. “Films like PLEASE REMEMBER ME powerfully illustrate the importance of caregiving. It’s a thought-provoking reminder that we need to start talking and planning early about the needs of our family members and how we’re going to cope with day-to-day decisions that need to be made about their personal care, housework and finances.”

AARP is also the exclusive title sponsor of the Closing Night Party on Sunday, March 20 at SomaR Bar in Oakland following the San Francisco Bay Area premiere of RIGHT FOOTED, a documentary about expert martial artist, disability rights activist and the world’s only armless airplane pilot, Filipina American Jessica Cox. Ride along on her journey as she overcomes adversity, finds romance and inspires the world.

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.

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