

# ASIAN AMERICAN FILM FESTIVAL

SAN FRANCISCO  
BERKELEY  
SAN JOSE

MAR 11-21, 2010 | [WWW.ASIANAMERICANMEDIA.ORG](http://WWW.ASIANAMERICANMEDIA.ORG)

## MEDIA ACCREDITATION POLICY

The Center for Asian American Media welcomes journalists and media representatives to the **28<sup>th</sup> San Francisco International Asian American Film Festival**. The festival runs March 11<sup>th</sup> through March 21<sup>st</sup> at the Castro Theatre, 429 Castro Street in San Francisco; Sundance Kabuki Cinemas, 1881 Post Street in San Francisco; VIZ Cinema, 1746 Post Street in San Francisco Pacific Film Archive, 2575 Bancroft Way in Berkeley, and the Camera 12 Cinemas, 201 South Second Street in San Jose. Larsen Associates handles all Festival press, and is the contact for any questions. Due to the demand for press tickets, and the number of sell-outs anticipated, we kindly request that you observe the guidelines:

To be admitted to screenings or events—journalists, photographers, television crews, and media representatives must be on Larsen Associates' press list. Those currently on the list need not send a letter requesting accreditation. Those who are not on Larsen Associates' press list must e-mail or fax a letter from your editor or producer that confirms your assignment to cover the 2010 San Francisco International Asian American Film Festival and indicates the proposed date/s that your coverage will appear in print or on the air. (If you are not sure whether you are on their press list, please e-mail [larsenassc@aol.com](mailto:larsenassc@aol.com) or call Larsen Associates at (415) 957-1205.) We are unable to permit any press to enter public screenings unless they are on the Larsen Associates press list. ***Opening Night, Closing Night and Parties are by invitation only; please inquire about admittance to these events.***

1. At **Sundance Kabuki Cinemas** you may attend screenings by faxing or e-mailing Larsen Associates by 4:00 pm the day before the show you want to attend. If you wish to attend a Saturday or Sunday screening, please fax or e-mail by 4:00pm on Friday. You should arrive 20 minutes before start time, and go to the press door. You may not bring a guest except by special permission.
2. At **Viz Cinemas** you may attend screenings by faxing or e-mailing Larsen Associates by 4:00 pm the day before the show you want to attend. If you wish to attend a Saturday or Sunday screening, please fax or e-mail by 4:00pm on Friday. You should arrive 20 minutes before start time, and go to the press door. You may not bring a guest except by special permission.
3. At **Landmark Clay Theatre** you may attend screenings by faxing or e-mailing Larsen Associates by 4:00 pm the day before the show you want to attend. If you wish to attend a Saturday or Sunday screening, please fax or e-mail by 4:00pm on Friday. You should arrive 20 minutes before start time, and go to the press door. You may not bring a guest except by special permission.
4. At the **Castro Theatre** you may attend screenings by faxing or e-mailing Larsen Associates by 4:00pm the day before the show you want to attend. If you wish to attend a Saturday or Sunday screening, please fax or e-mail by 4:00 pm on Friday. You should arrive 20 minutes before start time, and go to the press door. You may bring a guest for shows that screen up until 5:00 pm.
5. For screenings at the **Pacific Film Archive**, please contact Peter Cavagnaro at (510) 642-0365. For weekend screenings, please call by 4:00pm on Friday. Please pick up tickets at will call 20 minutes before showtime. You may not bring a guest except by special permission.
6. At the **Camera 12 Cinemas** in San Jose you may attend screenings by calling or faxing Larsen Associates by 4:00pm on Thursday, March 18. You should arrive 20 minutes before start time, and go to will call. You may not bring a guest except by special permission.

Thank you for your interest in this year's festival and we hope you will enjoy it!

### Media Contact:

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