

CENTER FOR ASIAN AMERICAN MEDIA PRESENTS

CAAMFEST2014

MARCH 13-23 | CAAMEDIA.ORG

HOW TO FIGHT IN SIX INCH HEELS to open CAAMFest 2014

Pre-sales Begin for Opening Night, CAAMFeast and Newly Added CAAMFest All-Access Pass

SAN FRANCISCO, Jan. 28, 2014 — Starting January 30, CAAMFest will begin pre-sales for its Opening Night film, Ham Tran's HOW TO FIGHT IN SIX INCH HEELS. The Vietnamese box office hit will make its U.S. premiere Thursday, March 13 at the Castro Theatre followed by the Opening Night Gala at San Francisco's elegant Asian Art Museum. Director Tran and writer, lead actress and Bay Area native Kathy Uyen are expected to make an appearance at the event to celebrate the start of the 32nd year of the nation's largest festival celebrating Asian and Asian American storytelling via film, food and music.

In the spirit of fashion-savvy films like THE DEVIL WEARS PRADA, HOW TO FIGHT IN SIX INCH HEELS tells the story of Anne (Uyen), a high-strung fashion designer who flies to Vietnam under the suspicion that her fiancé is having an affair with a supermodel. Tran and Uyen set an example of trailblazers making a significant impact on the global film market. Additional cast and crew are also expected to attend and will be announced on our website.

Immediately after the screening, enjoy a spectacular evening at our Opening Night Gala at the Asian Art Museum. View the world's first yoga exhibition, *Yoga: The Art of Transformation*, dance to music from local DJs and enjoy delicious bites and beverages from some of the Bay Area's finest restaurants.

CAAM is excited to announce that CAAMFest will be offering an All-Access pass for the first time. The convenient pass will save guests the hassle of deciding which programs to attend and gives them access to nearly every event at the festival including our Centerpiece Presentations, Directions in Sound music showcase as well as admission to over 120 films showing at the festival.

Gearing up for the festival, CAAM will host CAAMFeast: *Stories, Food and You* at 6 p.m. on Saturday, March 8 at the beautiful One Kearny Club in San Francisco. The pre-festival launch event honors Asian American achievement in the culinary arts and will feature pioneer Chef Martin Yan and award-winning Chocolatier Wendy Lieu of Socola Chocolates. It will be a special evening of film, food and drinks from a dozen restaurants all in support of the Center for Asian American Media.

Early Bird tickets for HOW TO FIGHT IN SIX INCH HEELS Opening Night Film and Gala (Screening at 7pm and Gala at 9:30pm) and early bird All-Access Passes go on sale at 10am PST on January 30 through February 12. Early bird tickets for CAAMFeast are also available through February 12, the date before CAAMFest's official press conference. For more information and to purchase tickets and passes, visit www.caamedia.org.

HOW TO FIGHT IN SIX INCH HEELS OPENING NIGHT + GALA

Pre-sale Tickets (**prices valid Jan. 30 – Feb. 12**):

Ticket includes Screening + Gala

General Public: \$50

CAAM Members: \$40

General Tickets (**prices after Feb. 12**):

Ticket includes Screening + Gala

General Public: \$55

CAAM Members: \$45

CAAMFeast

Pre-sale tickets: \$175 (**price valid through Feb. 12**)

General: \$200 (**price after Feb. 12**)

Reserved Seating: \$350

CAAMFest 2014 All-Access Pass
(*DOES NOT INCLUDE ADMISSION TO CAAMFest*)

Pre-sale for General Public: \$475 (**price valid through Feb. 12**)

General: \$500 (**price after Feb. 12**)

CAAM Members: \$450

To purchase tickets visit caamedia.org/caamfeast

Contact:

Dino-Ray Ramos

Public Relations Coordinator

Center for Asian American Media (CAAM)

145 Ninth Street, Suite 350

San Francisco, CA 94103

Ph: 415-863-0814 x129

About CAAMFest:

CAAMFest, formerly the San Francisco International Asian American Film Festival (SFIAAFF), takes place March 13-23, 2014 in the San Francisco Bay Area. CAAMFest is a celebration of film, music, food and digital media from the world's most innovative Asian and Asian American artists.

About CAAM:

CAAM (Center for Asian American Media) is a non-profit organization dedicated to presenting stories that convey the richness and diversity of Asian American experiences to the broadest audience possible. CAAM does this by funding, producing, distributing and exhibiting works in film, television and digital media. For more information on CAAM, please visit www.caamedia.org.

###