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**CAAMFeast 2015: Tastings and Storytelling with  
the Masumoto Family, Danielle Chang and Tim Luym**

**SAN FRANCISCO, February 5, 2015** – The Center for Asian American Media (CAAM) and One Kearny Club present the second annual CAAMFeast Awards: Stories, Food and You, an awards ceremony and fundraiser honoring Asian American culinary achievement, on Saturday, March 7, 2015 at One Kearny Club, San Francisco (6-9pm). This year's CAAMFeast Awards is proud to honor the Masumoto Family, celebrated food authors and fourth generation peach farmers; Danielle Chang, founder of LUCKYRICE; and Tim Luym, local award-winning chef and restaurateur behind Attic Restaurant, Breakfast at Tiffany's and Frozen Kuhsterd.

"We at the Masumoto Family Farm are honored to receive the CAAMFeast Award from the Center for Asian American Media," says David "Mas" Masumoto. "CAAMFeast brings together diverse communities to celebrate food, farmers, chefs and entrepreneurs who embody a passion for creativity. We are thrilled to be part of this gathering."

In addition to exclusive food tastings, CAAM-produced media vignettes of the honorees, and a live auction, attendees will have the opportunity to meet Mas, Marcy (Thieleke) and Korio Masumoto, as well as Danielle Chang and Tim Luym. Hosting as Master of Ceremonies for the evening will be six-time Emmy award-winning journalist and former KTVU bureau chief Lloyd LaCuesta. Other special guests expected to attend include San Francisco Supervisor Jane Kim, District 6, George Chen and Cindy Chen (China Live), Chef Khai Duong, Chef Ho Chee Boon, International Executive Chef (Hakkasan), and Martin Yan and Susan Yan (Yan Can Cook, Inc).

"I am honored to be recognized by CAAM and to be included amongst such distinguished company," says Danielle Chang. "CAAM's support has enabled me to tell stories of Asian culture through the lens of food. Through CAAM's support and programming, we are building and sharing our voices and there's nothing more powerful than that."

Local restaurants and drink purveyors Hakkasan, Chino, Socola Chocolatier, Hopscotch Oakland and **Bombay Sapphire**® East Gin, among others, will provide an array of flavors from all around the Bay Area. Auctioneer Michael Tate will host an exciting live auction featuring a travel package to Shanghai courtesy of the Mandarin Oriental, Shanghai and Singapore Airlines; a dinner for four at Saison; and an exclusive tour and lunch at the Masumoto Family Farm.

"Food, like film and media, remains a universal connector with the power to ignite curiosity, reveal and preserve little-known histories and cultivate greater cultural understanding. It is CAAM's mission to continue championing this rich and diverse form of storytelling" says CAAM Executive Director Stephen Gong. "The Center for Asian American Media is proud to honor the contributions of Asian Americans to the culinary world."

**STORIES TO LIGHT**

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All proceeds support CAAM's legacy and future as the nation's leading Asian American media arts organization committed to telling the stories of our communities. All donations are tax-deductible.

**Event information:**

Saturday, March 7, 2015

6:00-9:00pm

One Kearny Club

23 Geary Street

San Francisco, CA 94108

Cocktail Attire

**Tickets and Sponsorship:**

\$175 General (Early Bird – available until February 13, 2015)

\$200 General

Tickets are available for purchase online at <http://caamedia.org/caamfeast>, via credit card over the phone, or by sending a check to CAAM.

Tastings will be provided by: Attic Restaurant, **Bombay Sapphire**® East Gin, Breakfast at Tiffany's, Bruce Cost Ginger Ale, Chabaa Thai, Chino, Frozen Kuhsterd, Hakkasan, Hopscotch Oakland, Magnolia Meats, Sapporo USA and Socola Chocolatier. Sponsors include the Robert J. Louie Memorial Fund, AT&T, Eight Tables by George Chen, LUCKYRICE, Asian Pacific Islander American Public Affairs, Commonwealth Real Estate, Saison, Singapore Airlines and Southwest Airlines.

CAAM extends a very special thanks to the CAAMFeast Host Committee Co-chairs Dipti Ghosh and Philomena King, Committee Members, Board Members, Sponsors, David "Mas" Masumoto, Marcy Masumoto, Nikiko Masumoto, Korio Masumoto, Danielle Chang, Tim Luym, Dr. Joseph and Maria Fang and Derrick Chang.

**About CAAMFest:**

CAAMFeast is a kick-off event for CAAMFest, formerly the San Francisco International Asian American Film Festival (SFIAAFF), which takes place March 12-22, 2015 in the 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](http://www.caamedia.org).

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