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## **FOR IMMEDIATE RELEASE**



## **PACIFIC ARTS MOVEMENT AWARDED CALIFORNIA ARTS COUNCIL “LOCAL IMPACT GRANT”**

**SAN DIEGO, CALIFORNIA** – June 12, 2018 – The California Arts Council today announces its plans to award \$18,000—the maximum an organization can receive from its Local Impact program—to Pacific Arts Movement (Pac Arts) for the 19th annual San Diego Asian Film Festival (SDAFF), held November 8-17, 2018. Pac Arts is one of nine local nonprofits to receive this grant and one of 24 organizations to receive the maximum award.

The Local Impact program provides support for community-driven arts project for small and mid-sized arts organizations. The program fosters equity, access and opportunity for historically marginalized communities by cultivating community participation in art making, learning, and exposure.

Projects provide access to arts participation and representation of and by the community identified in the application. Historically marginalized communities include specific ethnic and tribal groups, LGBTQ+, individuals with disabilities, low-income and rural communities and immigrant and refugee communities.

With support from the California Arts Council, Pac Arts will produce its 19th San Diego Asian Film Festival (SDAFF) from November 8-17, 2018, one of the leading showcases of Asian and Asian American cinema in North America and one of the biggest platforms of Asian American media anywhere. The 10-day festival showcases more than 140 films from over a dozen countries, bringing in over 50 filmmakers from around the world, while serving an audience of over 15,000.

“Pac Arts is excited to receive funding from the California Arts Council in support of SDAFF's efforts to highlight the diversity and breadth of stories by and about Asian communities around the world,” says Pac Arts Executive Director Kent Lee. “Through community partnerships, free screenings and youth programs, this grant allows us to connect audiences—who may not have access to the arts—to impassioned independent voices, provocative documentary subjects and cinematic masterpieces.”

Pac Arts is one of 133 grantees chosen for the Local Impact program. The award was featured as part of a larger announcement from the California Arts Council.

“The Local Impact grant program strikes at the heart of the issue of access and equity in the arts,” says Nashormeh Lindo, California Arts Council. “Pacific Arts Movement’s project is crucial to help arts and culture opportunities reach California’s marginalized communities and to promote the unique creative expressions within that community.”

To view a complete listing of all Local Impact grantees, visit [http://arts.ca.gov/programs/files/FY1718\\_ProjectDescriptions\\_LL.pdf](http://arts.ca.gov/programs/files/FY1718_ProjectDescriptions_LL.pdf).

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### **ABOUT PACIFIC ARTS MOVEMENT**

Pac Arts launched in 2000 when it debuted the San Diego Asian Film Festival, a showcase of Asian American and Asian international cinema. Rooted in the love of film and the arts, global citizenship, and Asian culture and communities, Pac Arts became an official nonprofit media arts organization in 2002, and is now one of the most significant exhibitions of Asian cinema in North America. Pac Arts presents two major annual events: the Spring Showcase (April) and the San Diego Asian Film Festival (November), which bring awareness to, and educate the public about, Pan Asian cinema and media issues throughout the year.

### **ABOUT THE CALIFORNIA ARTS COUNCIL**

The mission of the California Arts Council, a state agency, is to advance California through the arts and creativity. The Council is committed to building public will and resources for the arts; fostering accessible arts initiatives that reflect contributions from all of California's diverse populations; serving as a thought leader and champion for the arts; and providing effective and relevant programs and services.

Members of the California Arts Council include: Chair Nashormeh Lindo, Vice Chair Larry Baza, Phoebe Beasley, Christopher Coppola, Juan Devis, Kathleen Gallegos, Jaime Galli, Donn K. Harris, Louise McGuinness, Steven Oliver, and Rosalind Wyman. Learn more at [www.arts.ca.gov](http://www.arts.ca.gov).