

LA Harbor International Film Festival™
P.O. Box 5202 - San Pedro, CA 90733 ~ Telephone: (310) 519-0756
www.laharborfilmfest.com

To create a cinematic bridge between the people of the region and the people of the world

FOR RELEASE IMMEDIATE RELEASE

Contact: Stephanie Mardesich, Festival Director
(310) 519-0756 or stephaniemardesich@yahoo.com

Assembly David Hadley Unveils Official Poster & Banner
LA Harbor International Film Festival™ Sets Sail On 12th Voyage April 9-12
Warner Grand Theatre – historic downtown San Pedro – the Port of Los Angeles
Hollywood Nostalgia Tribute GYPSY & Live Burlesque

Education Outreach Program “Read the Book, See the Movie” The Red Pony by John Steinbeck

Opening Night Magnificent Seven Part of the Big Read L.A.

DocSunday™ POLA Premiere of BECOMING CALIFORNIA
NewFilmmakers LA (NFMLA) - On Location: The Los Angeles Video Project

Free Admission to all programs for U.S. Veterans & Those Currently Serving in Military

March 12, 2015 - San Pedro (SP), California. - the Port of Los Angeles (POLA) - Programming and sponsors were announced for the 12th annual LA Harbor International Film Festival (LAHIFF) at the Seafarin' Reception and Press Launch, Thursday, March 12, held at and hosted by LAHIFF Elite Sponsor Ports O' Call Restaurant. Members of the media, festival sponsors, civic and business leaders were among guests at the invitation only event. The four day LAHIFF, a non-competitive, non-juried film festival with movies selected by research or referral and invited to be programmed, takes place April 9-12 at the vintage movie palace Warner Grand Theatre (WGT), 478 W. 6th Street, in historic downtown SP – POLA. The WGT is a facility of the City of Los Angeles Department of Cultural Affairs (DCA).

LAHIFF founder Stephanie Mardesich welcomed guests a representative extended greetings from Congresswoman Janice Hahn, 44th District, who was unable to attend: “I congratulate the leadership of the LAHIFF festival for over creating a film festival that has become a significant event for San Pedro and harbor communities, and the region. It has brought a whole new audience to the historic Warner Grand Theater, and San Pedro to enjoy all its virtues; and furthers our community's appreciation for art, culture, and education. I have supported the LAHIFF since it began and attended many of the outstanding programs. Commendations to everyone involved with this truly unique festival throughout the years.”

Prior to announcement of sponsors and programming Assemblyman David Hadley (66th District) offered brief remarks.

More.....

After the announcements Assemblyman joined Mardesich in unveiling the official poster and street banner “*Everything’s Coming up Roses on the Cinematic Baseball Bridge.*” Key art for the iconic cinematic bridge is by eminent Sports Illustrated photographer and LAHIFF board member Peter Read Miller. For the first five years paintings by prominent local artists were commissioned In 2009 Miller created the photo that has become the brand. This year’s poster theme is inspired by the Hollywood Nostalgia Tribute (HNT) film GYPSY. Design and production by Erik Sochin of Wellington Signs; framing by Distinctive Edge Framing & Gallery. Rancho LPG Holdings is the Banner Sponsor.

“The LAHIFF is grateful and proud to have a long and loyal list of sponsors since the festival was founded, and new sponsors making the commitment to culture and community” commented Mardesich.

LAHIFF begins April 9 with the ‘Read the book, See the Movie’ (RBSM) Culmination Program. The free education outreach program has distributed thousands of books to students and community members since 2004. This year’s selection is The Red Pony by Nobel Prize author John Steinbeck and the 1949 movie version starring Robert Mitchum and Myrna Loy (Republic Pictures; dir. Lewis Milestone, 89 min.). Actor Beau Bridges made his film debut in the movie and is invited to attend the Culmination Program and speak to the students about his career and filmmaking.

Publishing Sponsor Penguin Books provided 900 copies of the paperback, and this year adding a new dimension in the tradition of oral interpretation of literature audio copies to compliment the reading experience. Students arrive at the WGT to the glorious sounds of an authentic bagpiper (Chrissy Orcholski) heralding the call to readers who enjoy healthy refreshments, watch the film in a real “movie palace” and have lively discussion afterward. Participating schools include: John & Muriel Magnate Campus San Pedro High and Mary Star of the Sea High Schools; Richard Henry Dana and Mary Star of the Sea Middle Schools; White Point, Park Western and Gulf Avenue Elementary Schools; Pacific Lutheran and Christ Lutheran Schools.

The RBSM sponsors include Education Culture Sponsor Supervisor Don Knabe, a supporter of the LAHIFF since its inception, Penguin and Puffin Books, and the Employees Community Fund of Boeing California. Refreshments are sponsored by The Popcorn Man, 7-Eleven, and Mary Star of the Sea High School.

Opening Night Friday evening Friday, April 10 is in association with The Big Read L.A. (TBRLA) selection Into the Beautiful North by Luis Alberto Urrea. There is no film version of the novel whose story and plot line are inspired by the classic western movie *The Magnificent Seven* that will be shown at 8 p.m. preceding the movie there will be a discussion of the book in the lobby of the WGT at 7 p.m. The BRLA is part of The Big Read (TBR) program of the National Endowment for the Arts, in partnership with Arts Midwest initiative, designed to restore reading to the center of American culture.

TBR brings together partners across the U.S.A. to encourage reading for pleasure and enlightenment. Since the inception of TBR, the NEA has annually awarded grants to the DCA to be a partner and produce TBRLA. This year marks DCA’s seventh year of producing the program. This is the fourth time LAHIFF has participated in TBRLA beginning with Amy Tan’s The Joy Luck Club (2011), The Thief and The Dogs, by Egyptian author and Nobel Laureate Naguib Mahfouz (2013), and last year The Namesake by Jhumpa Lahiri. For more see: www.NEABigRead.org. **Admission is free for those who have read, are reading or will read the book.**

More.....

Page Three of Five

Saturday April 11 is the HNT featuring Academy Award® nominated *Gypsy* (Warner Bros., 1962, Dir, Mervyn LeRoy, 143 min.) screening at 7 p.m... The story of the legendary burlesque performer Gypsy Rose Lee stars Natalie Wood, Rosalind Russell and Karl Malden. A live burlesque performance as homage to Gypsy Rose Lee by Ruby Champagne and Glama Sutra will precede the movie.

“When the audience exits the theatre exclaiming ‘why don’t they make movies like that anymore?’ that’s the highest compliment and tribute to seeing a movie as it’s meant to be seen, on the big screen in a plush theatre setting like the WGT provides. With the addition of the live ‘tease’ to compliment *Gypsy* we expect to have great audience response.”

A long-standing tradition of HNT pre-party “Let Us Entertain You “Red Carpet Gala taking from 5-6:30 p.m. in the mezzanine lobby of the Warner Grand Theatre. Featuring the signature cocktail “Gypsy-tinis” will showcase the new Libation Sponsor SVEDKA Vodka – prepared with raspberry infused vodka garnished with a maraschino cherry; bar service will also include wine, Port Town Beer from San Pedro Brewing Company (SPBC) and non-alcoholic beverage. Guests will enjoy tray passed appetizers and buffet catered by Ports O’Call Restaurant and Epicurean Sponsors Wienetschnizel, San Pedro Fish Market, The Sandwich Saloon, and SPBC; amenities from Choura Events. The Gala sponsors include Helen Grace Chocolates, Penguin Books and Los Angeles Maritime Museum. Tickets are \$65 before March 30; \$75 after that date or at the door space permitting. Included in the price are film screening, souvenir program and party bag. Guests are encouraged to wear “baseball chic” or cocktail attire. General admission for film program only is \$10; no discounts

Closing day April 12, known as “**DocSunday**” supporting with POLA premieres beginning at 12:30 p.m. (doors open 12 noon) with *Life on the Line* in connection with TBRLA. The short cinema vérité documentary follows a year in the life of 11-year-old Kimberly Torrez as she and her family await the visa that will allow them to return to the United States after unforeseen circumstances trap them in Nogales, Mexico. Admission is free for participants of TBRLA.

At 2 p.m. the NewFilmmakers LA “*On Location Program*” showcase of 19 short (five minute or less) movies, made for the recent competition sponsored by the City of Los Angeles and L.A. Weekly that promotes the neighborhoods of Los Angeles County. Founded in 2007, NFMLA has established itself as a strong gathering place for independent cinema with over 20,000 constituents in the Los Angeles community, screening over 750 films from over 48 countries. In addition to fostering the advancement of new filmmakers and its members, NFMLA's objective is to promote the economic, educational, social, and cultural advancement of filmmaking, arts and culture in the community.

Final program at 4 p.m. honors “Earth Month” and with the traditional presentation of the flag of the United States of America by the Veterans of the Foreign Wars, Post #2967, POLA/Wilmington, followed by POLA premiere of feature documentary *Becoming California...* The feature documentary, narrated by Jane Fonda (invited to attend), with original music by award winning composer Pat Methaeny, resonates on a national and international level as it considers some of the most important questions of our time with regard to nature and civilization co-existing. A modern, cautionary tale of human transformation

More.....

Revealed through stories of change - ancient and modern, natural and human - as the preface to an even greater story concerning the California of tomorrow, and future of mankind. Sponsors include: Sustaining Sponsor Harbor Community Benefits Foundation, Clean San Pedro newly designated "Quality of Life Sponsor" and numerous agencies with sympathetic missions concerning the environment invited to participate in Q&A and discussion with the film executive producer Dr. James Baxter, Ph.D., after the film, moderated by Dr. Betsy A. McLane, Ph.D. Filmmakers are expected at all DocSunday programs.

Something new this year is a "pop up" gallery presented by the San Pedro Art Association (SPAA) - "Art On the Edge of L.A" - with display art in various mediums created by their members on view under the WGT marquee and rotating paintings in the lobby, and more on display directly across the street from the WGT in The Arcade Building.

LAHIFF sponsors include Associate Sponsor Tri-Marine; Sustaining Sponsors Council District 15, Heritage Fine Foods, ILWU Foremen's Local #94, Ek & Ek, Wendy Madison Kostrencich, The Sher Foundation (Edward & Mona (Soderstrom)) and J & L Mardesich Family Trust; and "Benefactors" the DCA, Ponte Vista at San Pedro and McNerney's Mortuary.

The new "Promotion Sponsors" category includes: Battleship IOWA, New Filmmakers L.A., The Arcade Building, San Pedro Art Association, Golden State Pops Orchestra, San Pedro Chamber of Commerce, Grand Vision Foundation, the Polish Film Festival LA., and San Pedro Convention & Visitors Bureau.

Additional Epicurean Sponsors include Niko's Pizzeria, The Whale and Ale, Sacred Grounds, Think Prime., J. Trani's Ristorante, Think Café, and Pacific Food & Beverage, a division of SoFAB Institute. Accommodations sponsor is the Double Tree at San Pedro. Official t-shirts are produced by Boca Activewear. Website sponsor is Smarsh/Advisors Square. Media Sponsors are San Pedro Today and KPFK radio.

Since its inception in 2003 LAHIFF has continued to gain support from civic and business leaders and the community. In 2013 the Coastal San Pedro Neighborhood Council presented Mardesich and the LAHIFF with a Proclamation for ten years of outstanding contribution to culture, education, and leadership.

The vintage art-deco WGT (dedicated in 1931), is one of the three "triplet" Warner Brothers theatres built in the Los Angeles metropolitan area. There is an on-going effort to restore the theatre including the "Save Your Seat" campaign lead by the Grand Vision Foundation (GVF). Considered a treasure of the historic downtown and the region the WGT is used for a variety of events from the Golden State Pops Orchestra concerts, the annual San Pedro City Ballet "Nutcracker", graduation ceremonies, film shoots, weddings and community events.

"We cherish having a real 'movie palace' in San Pedro and what it represents historically. Film has become a valued source of entertainment and erudition appealing to every segment of society and part of the collective consciousness; and source of joy or catharsis," stated Mardesich. "The LAHIFF celebrates the art of film in the tradition of old Hollywood in the splendid setting of the Warner Grand Theatre. It's becoming a more rare experience with the changing technology and we are proud to offer provocative programming and respect the integrity and history of film."

More.....

12th annual LAHIFF April 9-12.....
Page Five of Five

The LAHIFF is a 501(c) 3 non-profit organization. Contributions tax-deductible to the extent the law allows. Sponsorship opportunities are available at various benefit levels. The organization is volunteer driven. Service hours can be attributed for school or community service. Other LAHIFF board members include community liaison Andrea (Rukavina) Hegybeli, real estate broker Linda D'Ambrosi, and east coast representative businesswoman Nancy (McCutchan) Nottingham. General admission for festival programs is \$10; \$8 with discounts for affiliations with LAMM, GVF, SPAA seniors and students. Opening night tickets are \$10; no discounts for the Hollywood Nostalgia Tribute.

Free Admission for U.S.Veterans and those currently serving in military forces on first come first seated basis.

Film program tickets on sale from March 13 online www.brownpapertickets.com, or (800)838-3006; and at the box office (cash only) during the festival dates one hour before program times.

As Supervisor Knabe has expressed: "This culturally rich event will encourage residents of Los Angeles County and beyond to discover and appreciate everything San Pedro has to offer. I am happy to continue supporting such a valued and creative endeavor that will inspire the audience to appreciate the art of cinema and also encourage local filmmakers."

For media relations, more information, and "Sponsorship Opportunities Guidelines"

Contact: Stephanie Mardesich, Festival Director at stephaniemardesich@yahoo.com or telephone (310) 519-0756

See www.laharborfilmfest.com for updates on programming

#

(3/2015)

More about.....

Warner Grand Theatre: www.warnergrand.org

The Big Read L. A.: www.culturela.org

New Filmmakers L.A.: www.NFMLA.org

Peter Read Miller, photographer: www.peterreadmiller.com

Los Angeles Maritime Museum (LAMM): www.lamaritimemuseum.org

Battleship Iowa: www.pacificbattleship.com

San Pedro Art Association: www.sanpedroart.org

San Pedro Convention & Visitors Bureau: www.sanpedrocvb.com

San Pedro Chamber of Commerce: www.sanpedrochamber.com

Grand Vision Foundation (GVF): www.grandvision.org

Wellington Signs: www.wellingtonsigns.com

Bagpiper: surfcitypiper@hotmail.com

Pacific Food & Beverage, a division of SoFAB Institute: pacificfood.org