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TEATRO MONTALBAN, LOS ANGELES
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**THE HOLA MEXICO FILM FESTIVAL RETURNS TO LOS ANGELES, CALIFORNIA
WITH THE THEME ¡ADIÓS CLICHÉS! ¡HOLA MEXICO!**

**WORLD ACCLAIMED *DIAS DE GRACIA (DAYS OF GRACE)* BY DIRECTOR
EVERARDO GOUT SELECTED AS THE OPENING NIGHT FILM
MAKING ITS USA PREMIERE**

*Cristiada (For Greater Glory) with an all-star cast that includes
Andy Garcia, Eva Longoria, Peter O'toole, Ruben Blades and Eduardo Verástegui
will make its USA Premiere*

*The fastest growing Latino themed film festival in the USA will showcase the best of
recent Mexican cinema including four USA premieres and eight Los Angeles premieres at
the Ricardo Montalban Theatre in Hollywood from May 24th to the 30th*

Los Angeles, California (April 23, 2011) - The **2012 Hola Mexico Film Festival (HMFF)** returns for the fourth consecutive year to Los Angeles California, offering an impressive selection of nine narrative and four documentary feature films by Mexican directors and film production companies. Among them four USA premieres and eight LA premieres. Eight short films will also be showcased. The **2012 Hola Mexico Film Festival** takes place at the Ricardo Montalban Theatre in Hollywood, California on May 24th to 30th. Follow HMFF on www.facebook.com/holamexicoff and on Twitter @HolaMexicoFF.

¡Adiós Clichés! ¡Hola México! is the theme of the 2012 edition of the **Hola Mexico Film Festival** that, by showcasing an array of important subjects explored by the best of today's Mexican cinema, seeks to spark dialog and an introspective analysis of what it means to be Mexican in the 21st century and; celebrate the contrasting reality of Mexico. The collection of films at HMFF reflects those contrasts from the landscapes and history to the human experience in terms of class, economic status, sexual

diversity, politics, age and dreams of a people that, at the crossroads of history, seeks to emerge from its own collective shortcomings.

The **Hola Mexico Film Festival** will showcase on the Opening Night Celebration on May 24th the USA premiere of the acclaimed film ***Días de gracia (Days of Grace)*** directed and produced by Everardo Gout. Featuring impressive acting by a cast that includes Tenoch Huerta in the main character, its own visual language with a first rate photography and an intelligent juxtaposition of different times, the film depicts the reality of Mexico City like no other film has been able to until now. ***Días de gracia (Days of Grace)*** has been embraced by critics everywhere since its showcase at the Cannes Film festival, Rolling Stone Magazine, for example, named it the best Mexican film in the last 10 years. World celebrities like Will.i.am, among others revere it as a unique filmic experience.

The Opening Night red carpet of HMFF has become legendary with A-list celebrities attending; in previous years Demian Bichir, Kate del Castillo, William Levy, Ana Claudia Talancón, and many others have attended the opening night celebration. It is the night where stars of Mexican Cinema including those living and working in Hollywood, Hollywood actors and stars in Latin music come together to celebrate the best works in Mexican cinema.

The narrative feature films program includes among them: the USA Premiere of ***Cristiada (For Greater Glory)*** with an all-star cast that includes Andy Garcia, Eva Longoria, Peter O'toole, Ruben Blades and Eduardo Verástegui. ***Adiós mundo cruel, (Good Bye Cruel World)*** by Dir. Jack Zaghera will make its LA Premiere and will be showcased during the festival's closing night. See the complete list of films below.

The Documentary program will feature 4 feature length films including Mexico's top grossing films of late ***De Pan6a6o, (Barely Passing)*** directed by Juan Carlos Rulfo and Carlos Loret de Mola and the very controversial ***Agnus Dei: Cordero de Dios*** by the young director Alejandra Sánchez, winner of the José Rovirosa Award to the best Documentary made in Mexico in 2011. The film tackles head on the sex abuse scandals that have rocked the Catholic Church in Mexico.

"Perhaps unorthodox by film festival standards, we bring a rich selection of films premieres and a couple of films that have enjoyed commercial success in Mexico but have not been released in the USA", said Samuel Douek, founder and director of the Hola Mexico Film Festival. "Part of the unique experience that this film festival all about is that allows the Mexican community, that by choice or circumstance cannot return to their native country, but is eager to enjoy the same cultural and film experiences that their friends and relatives have had in their native land".

Seeking to make a tangible difference in the Latino community of Southern California, HMFF will continue its support for local non-profit organizations, and it will select 10 organizations that will receive an allotment of festival tickets to fundraise or distribute among the community they serve.

The **Hola Mexico Film Festival** runs from May 24th to 30th of 2012. All screenings will take place at the Ricardo Montalbán Theatre (1615 Vine Street, Los Angeles, CA 90028). The schedule and times of films and the festival website will be unveiled soon. See www.facebook.com/holamexicoff for more information.

The **Hola Mexico Film Festival** is sponsored by:

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Complete list of films showcasing at the Hola Mexico Film Festival

FEATURE FILMS – LARGOMETRAJES

Días de gracia (Days of Grace)

Dir. Everardo Gout (México 2011, 132 min, 35mm)

OPENING NIGHT FILM – PELÍCULA DE APERTURA

USA Premiere – Estreno en Estados Unidos

Soccer World Cup, sacred times were everything is goes.

The entire world on a paralyzing vertigo.

A cop, a hostage, a family, vengeance... Three ways to fight, in order to survive.

Applauded and heralded at the Cannes Film Festival, a movie that will keep you and hold you from its first minute, and will not let go.

Mundial de Fútbol, tiempo santo donde todo vale.

El mundo entra en un vértigo paralizante.

Un policía, un rehén, una familia, venganza... Tres formas de luchar para sobrevivir.

Aplaudida y ovacionada en el festival de Cannes, una película sobrecogedora que te agarrará desde su principio y no te soltará.

Adiós mundo cruel (Good Bye Cruel World)

Dir. Jack Zagha (México 2011, 90 min, Digital)

Cast/Elenco: Carlos Alberto Orozco, Mónica Bejerano

CLOSING NIGHT FILM – PELÍCULA DE CIERRE

Los Angeles Premiere – Estreno en Los Ángeles

Angel is a hard working accountant who really cares about his family, although his wife pays more attention to telenovelas than him. When Angel is fired from the job because of the economic slump, he must find a new way to earn a living. Angel, innocent and desperate, becomes unintentionally a member of a criminal gang. But, if his foray into the criminal underworld doesn't help his family, Angel will have to find another way to survive. *Adiós mundo cruel, (Good Bye Cruel World)* is a creative comedy from Mexico that finds humor in a series of unfortunate events.

Ángel es un eficiente contador que se preocupa por su familia, aunque su esposa se ocupa más en las telenovelas que en él. Cuando Ángel es despedido a causa de la crisis económica, debe encontrar una forma de ganarse la vida. Inadvertidamente, el inocente y desesperado Ángel se convierte en parte de una banda criminal. Pero si su incursión en el mundo criminal no ayuda a su familia, Ángel tendrá que encontrar otra manera de sobrevivir. *Adiós Mundo Cruel* es una creativa comedia mexicana que encuentra el humor en una serie de eventos desafortunados.

La otra familia (The Other Family)

Dir. Gustavo Loza (México 2011, 135 min, 35mm)

Cast/Elenco: Luis Roberto Guzmán, Jorge Salinas, Bruno Loza, Carmen Salinas

Los Angeles Premiere – Estreno en Los Ángeles

After being abandoned for three days by his crack-addict mother Nina, Hendrix, a 7-year-old child is rescued by Nina's best friend Ivana who leaves him to be cared for by a gay couple. *La otra familia (The Other Family)* is a story that confronts us with a moral dilemma about family, acceptance, discrimination, sexual diversity, human rights, but above all, make us think about who we really are.

Después de ser abandonado por su adicta madre Nina, Hendrix, un niño de 7 años, es rescatado por Ivana, la mejor amiga de Nina y lo pone a cargo de una pareja gay. *La otra familia* es un relato que nos enfrenta a un dilema moral que habla acerca de la familia, la tolerancia, la discriminación, la diversidad sexual, los derechos humanos, pero sobretodo, nos hará reflexionar acerca de lo que somos.

El cielo en tu mirada (Heaven in Your Eyes)

Dir. Pedro Pablo Ybarra (México 2011, 96 min, 35mm)

Cast/Elenco: Aislinn Derbez, Mane de la Parra, Jaime Camil

USA Premiere – Estreno en Estados Unidos

After failing in his attempt to participate in the Festival of the Latin America song, José (Mane de la Parra) meets April (Aislinn Derbez), who is a few hours away from getting married. The same day José dies. On his way to heaven, he convinces his guardian Angel to return to life to meet his destiny, sure that his purpose in life is to participate in the festival and live happily next to April.

Tras fracasar en su intento por participar en el Festival de la Canción Latinoamérica, José (Mane de la Parra) conoce a Abril (Aislinn Derbez), quien está a unas horas de casarse. Ese mismo día José muere. En su camino al cielo convence a su Ángel de la Guarda de regresar a la vida para cumplir con su destino, seguro de que su propósito en la vida consiste en participar en el festival y ser feliz al lado de Abril.

¿Alguien ha visto a Lupita? (Have You Seen Lupita?)

Dir. Gonzalo Justiniano (México, Chile, Germany, Argentina 2011, 86 min, 35mm)

Cast/Elenco: Dulce María, Carmen Salinas, Cristian de la Fuente

Lupita, a young Mexican girl, runs away from her family who want to commit her into a hospital. She will start a journey that will take us into a world that seems crazier than she is. With her sensuality, innocence and romanticism, Lupita invites us to think that the world can be experience in another way.

Lupita, una joven mexicana, se ve obligada a huir de su familia quienes quieren internarla. Comienza así un viaje que en el cual ella nos llevará a descubrir un mundo que, al parecer, está mucho más loco que ella. Con su sensualidad, inocencia y romanticismo, Lupita nos invita a pensar que el mundo puede ser vivido de otra forma.

Aquí entre nos (Just Between Us)

Dir. Patricia Martinez de Velasco (México 2011, 95 min, 35mm)

Cast/Elenco: Jesús Ochoa, Carmen Beato, Diana García, Giovana Fuentes

Los Angeles Premiere – Estreno en Los Ángeles

Rodolfo Guerra, father of three daughters, wakes up one morning and decides not to go to work; tired of being mistreated by his wife. The family routine is broken that day and Rodolfo realizes that he is a perfect stranger in his own home. Rodolfo knows that he is risking his job, yet he still takes the time to put the puzzle pieces together to discover many unknown truths that are present among his daily life.

La historia comienza un día en que Rodolfo Guerra decide no ir a trabajar. Está harto de que su mujer y sus tres hijas lo traten únicamente como proveedor de su casa. Basta con ese día, en que se rompe la rutina familiar, para que Rodolfo se dé cuenta de que es un perfecto extraño en su propia casa, y entonces decide desentrañar el mundo de intrigas y mentiras en el que vive y descubrir la verdad con todas sus consecuencias.

El lenguaje de los machetes (Machete Language)

Dir. Kyzza Terrazas (México 2011, 82 min, HD)

Cast/Elenco: Andrés Almeida, Jessy Bulbo

Los Angeles Premiere – Estreno en Los Ángeles

Ray and Ramona are a young couple in their 30's. They hate the social injustice they participate in. Each within their own niche – Ramona as a musician, Ray as an activist – want to fight for a more just world. Devoted to self-sabotage, Ray fails in his rebellion and drags Ramona into a downward spiral that culminates in an act of poetic terrorism.

Ray y Ramona son una pareja joven, en sus treintas. Odian la injusticia del contexto social del que son parte. Cada uno desde su nicho —ella la música y él el activismo— quieren luchar por un mundo más justo. Entregado al auto sabotaje, Ray fracasa en su rebeldía y arrastra a Ramona en una espiral descendente que culmina con un acto poético-terrorista.

Cristiada, (For Greater Glory)

Dir. Dean Wright (México/USA, 135MIN,

Cast/Elenco: Andy Garcia, Eva Longoria, Peter O'toole, Ruben Blades, Eduardo Verástegui

Los Angeles Premiere – Estreno en Los Ángeles

What price would you pay for freedom? In the exhilarating action epic *For Greater Glory* an impassioned group of men and women each make the decision to risk it all for family, faith and the very future of their country, as the film's adventure unfolds against the long-hidden, true story of the 1920s Cristero War – the daring people's revolt that rocked 20th Century North America.

¿Qué precio puede tener la libertad? En la emocionante película épica de acción *Cristiada*, un apasionado grupo de hombres y mujeres decide arriesgarlo todo por su familia, su fe y el propio futuro de su país, a medida que la aventura que propone el filme se desarrolla durante los acontecimientos de la auténtica historia, oculta durante largo tiempo, de la Guerra Cristera en la década de 1920: la osada revuelta popular que sacudió a la Norteamérica del siglo XX.

Ella y el candidato (The Candidate's Wife)

Dir. Roberto Girault (México 2011, 90 min, 35mm)

Cast/Elenco: Héctor Arredondo, Rocío Verdejo, Daniel Martinez

Los Angeles Premiere – Estreno en Los Ángeles

A presidential candidate sees how everything he treasures in his life is put at risk. He must decide between what he has always loved and what he

Un candidato a la presidencia ve cómo todo lo que valora en su vida se pone en riesgo. Así que debe decidir entre lo que siempre ha amado y lo que siempre ha

has always desired, after all: Is there a greater enemy to love than power and ambition?

deseado, después de todo: ¿Existe peor enemigo para el amor que la ambición y el poder?

DOCUMENTARIES - DOCUMENTALES

Agnus Dei - Cordero de Dios

Dir. Alejandra Sánchez (México, France 2011, 87 min, DIGITAL)

Los Angeles Premiere – Estreno en Los Ángeles

Jesus was sexually abused by a priest when he was 11 years old. As an adult, he decides not only to denounce his aggressor but also to find him and confront him. This story reveals the impunity of the Catholic Church toward acts of pederasty committed by some of its members.

Jesús fue abusado sexualmente por un sacerdote cuando era un niño de 11 años. Siendo adulto decide no sólo denunciar a su agresor, sino buscarlo y encararlo. Esta es una historia que devela la impunidad de la que goza la Iglesia católica frente a actos de pederastia cometidos por algunos de sus miembros.

Cielo Abierto (The Open Sky)

Dir. Everardo González (México, 2011, 100 min, 35mm)

Los Angeles Premiere – Estreno en Los Ángeles

First came the order, then a bullet, then silence. This documentary about Archbishop Oscar Arnulfo Romero, the voice of the voiceless in El Salvador, portrays the inevitable destiny of an announced crime and the beginning of the civil war. The film received the Journalist's Prize at the Guadalajara International Film Festival 2011.

Primero fue la palabra, luego la bala asesina y a continuación el silencio. Así comienza el documental sobre Monseñor Óscar Arnulfo Romero, la voz de los sin voz en El Salvador, el pastor que en medio de una de las guerras civiles más crudas del continente, se atrevió a decir que la misión de la Iglesia es la identificación con los pobres. Monseñor Romero fue asesinado el 24 de marzo de 1980, en uno de esos crímenes largamente anunciados, aspecto que El cielo abierto trabaja como un destino inevitable dado lo que ocurría en ese país.

De Pan6a6o (Barely Passing)

Dir. Juan Carlos Rulfo, Carlos Loret de Mola (México 2012, 80 min, 35mm)

USA Premiere – Estreno en Estados Unidos

¡De Panzazo! (Barely Passing) is the true story of what happens behind the doors of schools in Mexico. It tells the stories of the students and what Mexico's future will be if we don't change our education system today.

¡De Panzazo! narra la historia verdadera de lo que sucede detrás de puertas en las escuelas de México, las historias de los alumnos y el rumbo hacia dónde todos vamos si no logramos un cambio en nuestro sistema educativo.

Félix: Autoficciones de un traficante (Felix: Self-Fictions of a Smuggler)

Dir. Adriana Trujillo (México 2011, 90 min, HD)

USA Premiere – Estreno en Estados Unidos

Felix is a home-movie actor and human trafficker

Félix es actor de videos caseros y traficantes de

in Tijuana. Felix has lived through the transformation of "the line" that divides these two countries and has managed to tell his story through multiple low budget films in which he reveals his actions, strategies and methods. *Felix: Self-Fictions of a Smuggler* exposes, for the first time, the world of human trafficking from the eyes of a smuggler.

personas en Tijuana, desde donde dirige una red de cruce ilegal de personas. Ha conseguido vivir, trabajar y acreditar su estatus migratorio en Estados Unidos sin dejar de transgredir la frontera, contratar estadounidenses para que realicen el trabajo y burlar los estrictos controles del gobierno Norteamericano. Félix ha vivido la transformación de la "línea" que divide los dos países y ha logrado contar su historia a través de múltiples películas de bajo presupuesto desde donde devela sus prácticas, estrategias y métodos. *Félix: Autoficciones de un traficante* muestra por primera vez el mundo del contrabando de personas desde los ojos de un traficante.

SHORT FILMS - CORTOMETRAJES

El trompetista (The Trompetist)
Dir. Victor Shuchleb (México, 16 min)

Mirar atrás (Looking Back)
Dir. Mafer Galindo Chico (México, 2012, 12 min)

Dame posada (Give Me Shelter)
Dir. Cecilio Vargas Torres (México, 2011, 5 min)

Lucha
Dir. Hernán Cázares (México, 2011, 15 min)

Bordando la frontera (Embroidering the Border)
Dir. Rene Rhl (México /USA, 2012, 27 min)

2 x 1 Historias en México (2 x 1 Stories From Mexico)

Meko Seyane – Un retrato de Pierre B. (Meko Seyane - A Portrait of Pierre B.)
Dir. Francois Mertens (México, Belgium 2012, 53 min, HD)

Silvestre Pantaleón
Dir. Roberto Olivares (México 2012, 65 min, HD)

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