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2010 PHILADELPHIA ASIAN AMERICAN FILM FESTIVAL PRESENTED BY HBO®

PHILADELPHIA, PA (October 11, 2010) - The 2010 Philadelphia Asian American Film Festival Presented By HBO will take place from Thursday, October 21 through Sunday, October 24, 2010, at the Ibrahim Theater at The International House (3701 Chestnut Street), the Asian Arts Initiative (1219 Vine Street), and the Comcast Center (1701 JFK Blvd).

Free special events this year supplement traditional film screenings, including free parties on Opening and Closing Nights. On Thursday, October 21st at International House, prior to the Opening Night Film "Colin Hearts Kay" there is a free special event titled "Perspectives On Asian American Identity", which includes a screening of the HBO special, "East of Main Street: Asians Aloud" followed by a discussion panel moderated by Nydia Han (6 ABC). At 6:00 pm on Saturday, October 23rd, there will be a free live Q&A titled "A Conversation With Greg Pak", an award-winning director and Marvel Comics writer, moderated by Loraine Ballard Morrill (Clear Channel Radio Philadelphia) at the International House. Mr. Pak will be receiving the PAAFF '10 Emerging Voice Award. Signed door prizes and refreshments will be available.

Narrative feature films at the International House include: "Colin Hearts Kay" (Opening Night); "Raspberry Magic" (Centerpiece co-presented with the 2010 Philadelphia Film Festival); "SF Stories" (winner of Best Narrative Feature Award) and "The People I've Slept With" (Closing Night). Documentaries will be featured at the Asian Arts Initiative and they include: "The House of Suh" (Friday Night Feature and winner Best Documentary Award); "Wo Ai Ni Mommy" and "Ninoy Aquino and the Rise of People Power." "Shorts Program 1: Blood Ties" (which includes "Frog in the Well", winner Best Short Film) and "Shorts Program 2: Visions" round out the festival and screen at the Comcast Center and AAI, respectively.

As part of its mission to promote Asian American filmmaking and cultural diversity within the film industry, the Philadelphia Asian American Film & Filmmakers (PAAFF) has put on an annual cultural niche film festival since 2008. Principal sponsors for 2010 include Founding and Presenting Sponsor HBO, Premier Sponsor Comcast and Prime Sponsors Philadelphia Multicultural Affairs Congress and Harrah's Chester Casino & Racetrack.

For further information on screening, parties and special events, or to purchase tickets to PAAFF '10, visit the website at: www.phillyasianfilmfest.org.

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If you would like more information about PAAFF '10, or to schedule an interview with a representative of PAAFF, please contact Joe Kim, Festival Director at 215-948-2750 or e-mail joe@phillyasianfilmfest.org.