

MediaRoom

Farmers Insurance to Screen Special Presentation of 'The Bronze Screen: 100 Years of the Latino Image in Hollywood Cinema' Tonight, Wed., Nov. 6

PRNewswire

Farmers Insurance will host a special presentation of Latino Hollywood's latest award winning film, "The Bronze Screen: 100 Years of the Latino Image in Hollywood Cinema," tonight at 4:30 p.m. at the Wilshire Ebell Theatre in Los Angeles. Over 500 invitees, including noted actress Lupita Tovar who starred in the original "Dracula" film in 1939, actor Danny de la Paz of "Boulevard Nights" and graphic artist, Pablo Ferro, best known for his work in "Dr. Strangelove" and other VIPs, including Congressman Xavier Becerra, Congresswoman Hilda Solis, school district board members Jose Huizar and David Tokofsky, are expected to attend this evening's festivities which will be emceed by one of radio's most- recognized personalities, Pepe Barreto.

"The Bronze Screen" is a remarkable and entertaining film which tells the largely untold story of Latinos in Hollywood. The film, by producers Nancy De Los Santos, Alberto Dominguez, and Susan Racho, shows the struggle of many gifted artists who overcome various obstacles to bring a measure of reality and pride to their screen images.

"Farmers is a proud supporter and partner of 'The Bronze Screen.' This is an incredible opportunity to celebrate with the community the contributions of Latinos both behind and in front of the camera," said Jeff Beyer, chief communications officer for Farmers Insurance. "Tonight's screening is just the first of many special events and programs designed to highlight the rich history of Latinos in film and bring this outstanding film to viewers throughout the United States."

In addition to providing critical funding to complete the film, Farmers Insurance has produced a limited-run "Educator Edition of The Bronze Screen" on DVD and a special teacher curriculum guide. This special Educator Package will be available free-of-charge to teachers across the country beginning in January 2003. In conjunction with the release of the free Educator Package, Farmers will also announce the details of a new student scholarship competition, "Historia," designed to encourage students to document, in writing and on video, stories of achievement in their communities. Additional information about the film and Farmers' activities related to this project will be available at www.bronzescreen.net and www.segurosfarmers.com.

The 90-minute documentary, which has begun airing in limited run on HBO and Cinemax, has received critical acclaim from a variety of industry groups. "The Bronze Screen" won the Mesquite Award for Best Feature Length Documentary at the San Antonio Cine Festival this year and has been presented at film festivals across the globe, including special screenings in Brazil, Canada, Cuba and Chicago, among others.

In addition, the film has received favorable reviews in industry publications. Variety magazine calls the film, "A dignified journey into little-explored territory..." and "...an undertaking full of honor and respect..." while The Hollywood Reporter says the film offers "...a comprehensive, sharply focused, well-researched documentary look at the Latino experience on the silver screen over the past century."

The award-winning documentary includes clips from a number of Hollywood's best-loved films, including: "King Kong," "Lawrence of Arabia," "Ben Hur," "West Side Story," "High Noon," and the "Ox-Bow Incident," among others. Additionally, the film offers a multitude of intimate interviews with some of Hollywood's most recognized stars like Rita Moreno, Ricardo Montalban, Cheech Marin, John Leguizamo, Edward James Olmos and others.

To help raise awareness of this important film among teachers and students, Farmers has partnered with three specially-selected community partners: the California Chicano News Media Association, the California Association for Bilingual Education, and the Association of Mexican American Educators. Members of each of these organizations will be among the invited to this evening's event.

The Farmers Insurance Group of Companies include the nation's third- largest home and auto insurers. Headquartered in Los Angeles and doing business in 41 states, the Farmers Insurance Group of Companies provides home, auto, business, life insurance and financial services to more than 11 million households through 17,000 exclusive and independent agents and district managers.

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