

MediaRoom

Over 1 Million Students Will See Award-Winning Film Depicting Latino Contributions in Hollywood

PRNewswire

Copies of THE BRONZE SCREEN: 100 Years of the Latino Image in Hollywood Cinema

Will Be Provided Free to Educators Courtesy of Farmers Insurance

Media Advisory & Photo Opportunity

What: Over 1 million students across California will learn about Latino contributions to Hollywood cinema thanks to Farmers Insurance.

In partnership with local school districts and educator organizations across the state, Farmers will provide teachers with 10,000 copies of the highly-acclaimed documentary, *The Bronze Screen: 100 Years of the Latino Image in Hollywood*. The free copies will be available in DVD or VHS formats. Teachers will also be able to receive a free companion teaching guide that includes lessons plans applicable across academic subjects and grade levels.

Farmers will also host an *Historia (or Story)* competition that invites students in grades 6-12 to tell a story about a person, place or event that is important to them. Entries will be accepted as either written compositions or finished videos.

Who: Jose Huizar, LAUSD Board President
Antonio Villaraigosa, LA City Councilmember
Victoria Castro, Hollenbeck Middle School Principal
Nancy de los Santos, Producer of *THE BRONZE SCREEN*
Tony Plana, Actor and one of *THE BRONZE SCREEN* featured artists
Jeff Beyer, Sr. Vice President, Farmers Insurance

When: Tuesday, October 28, 2003
9:00am

Where: Hollenbeck Middle School - Library
2510 E. 6th Street
East Los Angeles

Why: Farmers Insurance, a strong supporter of the arts, diversity and education, is the exclusive corporate sponsor of the film. Farmers has been honored for several of its education initiatives, including *Young Americanos* and *American Promise*.

SOURCE: Farmers Insurance

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