



LAA MEDIA ALERT

To: ALL MEDIA

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LAA Launches its *Cine Latinoamericano* Film Series this Thursday, Feb. 17 with *Moon Over Avellaneda* from Argentina

ATLANTA (Feb. 15, 2011) - The Latin American Association (LAA) is launching its Latin American film series, *Cine Latinoamericano*, this **Thursday, Feb. 17, 2011 at 6:30 p.m.** at the LAA on 2750 Buford Highway, Atlanta, GA 30324. Opening night will be hosted in partnership with the Consulate General of Argentina and will feature the **Argentinean film, *Moon Over Avellaneda***, which explores themes of love, loss and idealism in a charming and bittersweet film.

“The program’s goal is to share the many diverse cultures of Latin America with the greater Atlanta community. Additionally, the film series supports the LAA’s social service programs,” said Lauren Azoulai, chair of the *Cine Latinoamericano* committee. “We plan to show an exciting series of films from many different countries, and each film will be introduced with a presentation about its context, background and overall theme.”

Cine Latinoamericano showings will include networking and refreshments, and will be hosted March 31, May 12, June 23, Aug. 4, Sept. 15, Oct. 27 and Dec. 15. Tickets are \$10 for the general public and \$7 for students and seniors. **For more information, visit www.thelaa.org or contact Hellen Field at hfield@thelaa.org or 404-248-2207.**

“The film series is one of many cultural activities hosted by the LAA’s Spanish language department,” said Hellen Field, director of language and translation services of the LAA. “In addition to *Cine*, we are pleased to offer Spanish tutoring, group classes, corporate classes, translations, the *Amiguitos* Spanish Immersion summer program, and an exciting new opportunity, our **Immersion Excursion to Colombia, South America in May 2011.**”

Sponsors: BB&T, The Coca-Cola Company, The Latin Box

Partners: Consulate General of Argentina, Consulate General of Peru, Consulate General of Mexico, Brazilian American Chamber of Commerce

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About The Latin American Association:

The Latin American Association helps Latino families achieve their aspirations for academic, social and economic advancement. We accomplish this through direct programs and integrated community partnerships that focus on youth academic achievement, education and prevention, and services to families with urgent needs. The LAA offers employment, immigration and translation services, as well as programs for youth, computer classes, parenting classes, and English and Spanish language classes. Visit www.thelaa.org for more information.