

MEDIA ALERT

TO: ALL MEDIA

DATE: March 23, 2011

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**LAA's *Cine Latinoamericano* Film Series to present
*Madeinusa***

ATLANTA (March 23, 2011) – The Latin American Association (LAA) will be presenting the film *Madeinusa* Thursday, March 31 at 6 p.m. as part of its *Cine Latinoamericano* Film Series.

Directed by Claudia Llosa, *Madeinusa* tells the story of a 14 year-old Peruvian girl who lives in the Cordillera Blanca mountain range, a community characterized by religious fervor. From Good Friday to Easter Sunday, sin does not exist. After years of this disregarded and unquestioned behavior, a young geologist from Lima makes a visit to the village and changes the destiny of *Madeinusa* and her community. The film is rated PG-13.

The program's goal is to share the many diverse cultures of Latin America with the greater Atlanta community. Planning the series is a diverse committee of individuals who are interested in the work of the Latin American Association and who want to promote the culture of Latin countries through film.

"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."

Refreshments and networking take place from 6:00 to 7:00 p.m. and the film begins at 7:00 p.m. Discounts are available for students and senior citizens. Register and purchase tickets online at www.thelaa.org.

Sponsorship opportunities are available. For more information about sponsorship, contact Hellen Field at hfield@thelaa.org or 404-248-2207.

When:	Thursday, March 31 6:00 – 9:00 p.m.	Cost:	\$10 General Admission \$7 Students and Senior Citizens
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Contact info: Hellen Field: hfield@thelaa.org 404-248-2207

About The Latin American Association:

The Latin American Association helps Latino families achieve their aspirations for their 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.