

“Absolutely masterful!”
“¡Absolutamente magisral!”



PROJECT SUMMARY

“A powerful film.”
“Una película poderosa.”



DOLORES HUERTA · GUILLERMINA RODRIGUEZ · CHEF ROY CHOI · RYAN HARKINS · BILL ESPARZA · LUIS VALDEZ

Backstreet to the American Dream

EXECUTIVE SUMMARY:

- 90 minutes
- Documentary Feature
- Exec. Producer Dolores Huerta
- Promotional Partner - Jarritos
- Fiscal Sponsor - IDA
- Grant - Eastside Arts Initiative

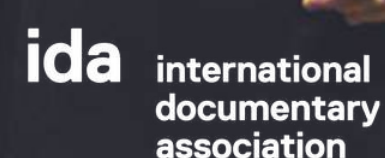
FILM FESTIVALS:

- 12 in the United States
- 1 in Paris, FR
- 1 GuadaLajara, MX (L.A.)

EDUCATIONAL

SCREENINGS:

- 12 Universities
- 5 Cultural Centers





SYNOPSIS: A modern-day look at the classic American Dream

Backstreet to the American Dream is a bilingual feature that takes the audience on a journey and delves into how street food fosters inclusion, all while exploring the deep connection between food, culture and community.

Done through a lens on food in the quintessential 21st-Century entrepreneurial endeavor, this deep dive into the birthplace of the \$2 billion dollar global phenomenon, Los Angeles, profiles two trucks and juxtaposes the experiences of American entrepreneurs and Mexican immigrants in the food truck industry. Indeed, these are very different operations in the same city: the gourmet burger truck, Grill 'Em All, is the first season winner of *The Great Food Truck Race* TV show on the Food Network in 2010, and El Pescadito, a mariscos lonchera (seafood truck), that has been parking at the same swap meet in an immigrant neighborhood since 1982.

To date, the 90-minute film has competed at 14 festivals (Including: Dances With Films, Newport Beach Film Festival, Sonoma International Film Festival, as well as in New York and Paris). It screened at 17 universities/cultural centers and has won 14 awards, including Best Documentary (twice), Best Food Film, and Best Animated Short for its animated open. Telling the rich and vibrant stories of everyday people, and teaming up with Medal of Freedom Recipient and Executive Producer Dolores Huerta won this project the coveted Humanitarian Award from the Highland Park Independent Film Festival in 2022.

FESTIVALS/RECOGNITIONS

- Riverside Film Festival WINNER Audience Award Best Animation 2021
- BEST FEATURE DOC San Antonio Film Festival 2022
- Best Food Film San Antonio Film Festival 2022
- BEST FEATURE DOC Highland Park Independent Film Festival 2022
- Humanitarian Award Highland Park Independent Film Festival 2022
- Culver City Film Festival 2022
- DWF-LA 2021 OFFICIAL SELECTION
- WORKERS UNITE FILM FESTIVAL 2021 "BACKSTREET TO THE AMERICAN DREAM" SPECIAL JURY AWARD -FEATURE-
- Garifuna INT'L INDIGENOUS FILM FESTIVAL
- ethnografilm OFFICIAL SELECTION 2021
- Docs Without Borders Film Festival Spring 2021
- MEXICAN-AMERICAN FILM & TELEVISION FESTIVAL & AWARDS 2023
- GUADALAJARA FILM FESTIVAL 2021
- NEW PORT BEACH FILM FEST OFFICIAL SELECTION 2021
- INTERNATIONAL INDEPENDENT FILM AWARDS GOLD 2021
- THE RUBEN SALAZAR AWARD CCNMA NATIONAL AWARD FINALIST
- OFFICIAL SELECTION CINE+MAS SF San Francisco Latino Film Festival 2021
- TITLE/CREDIT DESIGN The Impact DOCS Award of Recognition 2021
- OFFICIAL SELECTION Sonoma International Film Festival 2022
- OFFICIAL SELECTION LOMA Film Festival 2023
- BEST ANIMATED SHORT Independent Shorts Awards Bronze 2021
- OFFICIAL SELECTION 13th OC FILM FIESTA 2022

- 2024 Special Commendation** - Former U.S. Secretary of Labor/L.A. County Supervisor Hilda Solis (Dist. 1)
- 2024 Special Commendation** - L.A. County Supervisor Lindsey Horvath (Dist. 3)
- 2024 Special Commendation** - L.A. City Councilmember Mónica Rodriguez (Dist. 7)
- 2012 Special Congressional Recognition** - Congresswoman Linda Sánchez (CA Dist. 38)
- 2012 Special Congressional Recognition** - Congresswoman Loretta Sánchez (CA Dist. 46)

“The story made me feel hopeful, grateful, and to keep reaching for the American Dream”
 – *Karla Henry, Los Angeles, CA*



"This documentary highlights social injustice and inequalities that exist in the U.S."

-**Franck Lempere**, Feature Films Programmer •
Newport Beach Film Festival

EDUCATIONAL SCREENINGS

08.03.2024 - Chicano Resource Center
 12.08.2023 - Smithsonian Initiative/JANM
 10.10.2023 - UCLA Alumni/Labor Center
 04.13.2023 - Nat. Hispanic Cultural Center
 11.10.2022 - USC ASE Dept.
 10.11.2022 - SF State University
 09.28.2022 - Cal Poly Pomona
 09.27.2022 - San Jose City College
 09.24.2022 - Texas A&M SA (TAMUSA)

09.21.2022 - Trinity University (Campus-wide)
 09.21.2022 - Trinity University (Class)
 09.20.2022 - UIW - HEB School of Business
 09.19.2022 - Brick at Blue Star
 10.13.2021 - NuyoRican Poests Cafe
 10.12.2021 - Fordham University
 10.12.2021 - Columbia Grad School of Journalism
 09.16.2021 - UArizona Journalism School

"*Backstreet to the American Dream* is the intersection between immigration, workers' rights, social justice, and the informal economy. It's the kind of film I love to show my students at the beginning of the quarter, so they can understand the issues we will cover."

-**Professor Gaspar Rivera-Salgado**, Project Director at UCLA Labor Center •
University of California, Los Angeles

MEDIA/PRESS

2022

10.06.2022 - NBC4/CA Live
 09.23.2022 - Kens5 (NBC San Antonio)
 09.22.2022 - The Mesquite News
 08.02.2022 - Kens5 (NBC San Antonio)
 07.29.2022 - La Prensa Texas
 07.31.2022 - San Antonio Reporter
 08.05.2022 - Fronteras (Texas Public Radio)
 04.04.2022 - Film.io Inside Series
 03.19.2022 - Fandor Festival Podcast

2021

12.04.2021 - CCNMA: Ruben Salazar National Journalism Award
 11.02.2021 - Latina.com
 10.17.2021 - Newport Beach Independent Newspaper
 10.10.2021 - KTTV: In-Depth (Celebrating Hispanic Heritage Month)
 10.07.2021 - WPIX Morning Show
 08.27.2021 - Mexican Consulate in LA
 08.23.2021 - LA Daily News
 08.18.2021 - En Casa con La Plaza

FOR BOOKINGS & PRESS INQUIRIES:

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In Appreciation

CAPRI MADDOX
EXECUTIVE DIRECTOR,
LOS ANGELES DEPARTMENT OF CIVIL
AND HUMAN RIGHTS

Letter Found



LA Civil Rights



Smithsonian

★ SUPERVISOR ★

HILDA SOLIS



LOS ANGELES COUNTY SUPERVISOR

LINDSEY

Horvath

THIRD DISTRICT



MARISCOS JALISCO

MONICA RODRIGUEZ
LOS ANGELES CITY COUNCILMEMBER, DISTRICT 7

