

Cinema. Cultura. Comunidad.

Saturday
09.27.25
11 A.M. – 10 P.M.

hosted by



FIESTA ALL DAY!

- Beer/Wine Gardena
- Street Food
- Low Riders & Classic Cars

ARTISTAS

- Visual Arts
- Live Poetry
- Live Music
- Mercado
- Films by Fierce Latinas



↑ Instagram



Electronic Press Kit
↑ EPK



↑ Tickets
(+EB fees)

LOCATION

Gardena Cinema
14948 Crenshaw Blvd.
Gardena, CA 92049

INQUIRIES: INFO@BACKSTREETFILM.COM

PARKING: Included in Day Pass. First come, first served.

**A portion of the proceeds will go towards immigrant advocacy work.*

Cinema. Cultura. Comunidad.

Mission Statement

Through food, film, and *familia*, grassroots partners are creating a safe space for civic engagement at this daylong bilingual festival, rooted in the lived experiences of immigrant, Latinx, and working-class Angelenos. **Cinema. Cultura. Comunidad.** activates the Gardena Cinema into a people's plaza, where cultural pride meets political purpose. A portion of the proceeds will help fund immigrant advocacy work on the frontlines across Los Angeles County.

Declaración de Misión

A través de la comida, el cine y la familia, los socios de base crean un espacio seguro para la participación cívica en este festival bilingüe para la unidad, enraizado en las experiencias vividas de inmigrantes, Latinx y Angelinos de clase trabajadora. **Cinema Cultural. Comunidad.** convierte el Gardena Cinema en una plaza pueblerina, donde el orgullo cultural se encuentra con el propósito político. Una parte de las ganancias ayudará a financiar el trabajo de defensa de los inmigrantes en el Condado de Los Ángeles.

Gardena Cinema is a 501(c)(3) nonprofit organization. A portion of all proceeds will go towards immigrant advocacy work on the frontline.

**Eventbrite fees applied to online purchase.*

Power | Art | Action



THEATER | THEATRO

Screenings • Proyecciones - 11 a.m. to 9:30 p.m.

Photo Booth • Booth de fotos - 11 a.m. to 6 p.m.

SCHEDULE

10:00 - 10:10 a.m. - Land acknowledgment

10:10 - 11:00 a.m. - Filmmaker Brunch (I.O.)*

11:00 - 11:10 a.m. - Opening Comments
(Richard Yniguez/Stage)

11:10 - 11:25 a.m. - Live Poetry (*Stage*)

11:25 - 12:40 p.m. - **Block 1: AeC + Q&A**

12:40 - 1:40 p.m. - Food & Film (I.O.)*
Filmmakers & HS Volunteers

12:40 - 1:40 p.m. - BREAK
Mercado/food/bar/cars/info

1:40 - 3:40 p.m. - **Block 2: MLD + Q&A**

3:40 - 3:55 p.m. - Poetry Interlude (*Stage*)

3:55 - 6:00 p.m. - **Block 3: CDI + Q&A**

6:00 - 6:30 p.m. - QUICK BREAK
Mercado, food, bar, cars

6:30 - 7:30 p.m. - Panel Discussion

7:30 p.m. - Closing Spotlight Feature
Backstreet to the American Dream

9:30 p.m. - (Team on Stage)
Closing Remarks: CCC Team

CRONOGRAMA

10:00 - 10:10 a.m. - Reconocimiento de la tierra

10:10 - 11:00 a.m. - Brunch para Cineastas (S.I.)*

11:00 - 11:10 a.m. - Comentarios de Apertura
(Richard Yniguez/escenario)

11:10 - 11:25 a.m. - Intervención Poética (*Escenario*)

11:25 - 12:40 p.m. - **Bloque 1: AeC + P&R/Q&A**

12:40 - 13:40 p.m. - Comida y Charlar (S.I.)*
Para cineastas y estudiantes voluntarios

12:40 - 13:40 p.m. - RECESO
Mercado/comida/barra/autos clásicos/info

13:40 - 15:40 p.m. - **Bloque 2: MDL + P&R/Q&A**

15:40 - 15:55 p.m. - Interludio Poético (*Escenario*)

15:55 - 18:00 p.m. - **Bloque de Cortos #3 - CDI**

18:00 - 18:30 p.m. - RECESO BREVE
Mercado/comida/barra/autos clásicos/info

18:30 - 19:30 p.m. - Conversatorio: Mesa de Diálogo

19:30 p.m. - Proyección Especial:
Callejón al Sueño Americano

21:30 p.m. - (El equipo en el escenario)
Comentarios Finales: Equipo de CCC

* I.O. - Invitation Only

* S.I. - Solamente Invitados

"More than a film festival, this is a cultural intervention to a political crisis."

Patricia Nazario, journalist/filmmaker •

Founder: Cinema. Cultura. Comunidad.



MARKET | FERIA

Saturday: Sept. 27, 2025

Entrance • Entrada = \$2 - 11 a.m. to 6:00 p.m.

"Come party and get down with the Hollywood Chola."

Yelyna De León, actress/filmmaker • Hostess: Cinema. Cultura. Comunidad.

OUTDOOR VENUE

All day raffle & silent auction!

- Classic Cars | Lowriders & Merchandise
 - Nonprofit Partner
 - Beer & Wine Garden
 - Rare Movie Poster Pop-Up & Memorabilia
 - L.A. County Voter Registration
 - The Goddess Mercado
 - Advocacy Corner
 - Community Outreach
 - Family Activities
 - LA Metro LIFE - Free and reduced fares
-
- Open Mic - Perform a set, sing a song, share poetry, or your insights from the frontline.
 - Live sounds of Ancient Mexico rooted in ancestry and soul by Martin Espino.
 - **Apapacho Catering** - USC Grad keeping his parents' dream alive in the face of ICE raids.

FERIA

¡Rifa y subasta silenciosa durante todo el día!

- Autos Clásicos | Lowriders y Mercancía
 - Organización Sin Fines de Lucro Asociada
 - Exhibición de Carteles de Cine Únicos
 - Memorabilia de Cine
 - Registro de votantes del condado de L.A.
 - Goddess Mercado Artisans
 - Rincón de Defensa/Activismo
 - Alcance Comunitario
 - Actividades Familiares
 - Jardín de Cerveza y Vino
-
- Micrófono Abierto – Toca un set, comparte poesía o tus reflexiones desde la primera línea.
 - Sonidos vivos del México antiguo, con raíces en la ascendencia y el alma, por Martín Espino.
 - **Apapacho Catering** – Graduado de USC que mantiene vivo el sueño de sus padres frente a las redadas de ICE.
 - LIFE de LA Metro – Tarifas gratuitas y reducidas para estudiantes y los anciano.

friends of
GARDENA CINEMA





WHY IT MATTERS:

A portion of the proceeds will be donated to an immigrant-rights organization working on the frontlines. This is about visibility. This is about voice. This is about us.

ABOUT THIS EVENT:

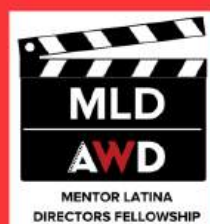
More than a festival—it's a movement.

Rooted in *cultura*, crafted in resistance, and stitched together with soul, **Cinema. Cultura. Comunidad.** activates the last single-screen movie house in South L.A. into a people's plaza for one unforgettable day of dynamic films, delicious food, and community empowerment. The indoor/outdoor fiesta brings together bold stories by fiery Latinas, lowriders, celebrities, street food, a daylong mercado with unique collectibles, live music, a beer/wine bar, and important resources for immigrant families.

CURATED en COMUNIDAD:

The three blocks of powerful short films screen inside the theater come straight from the frontlines of audacious Latinas redefining cinema. With gratitude, we salute these grassroots organizations for helping our sisters find, and amplify, their voices:

- Artists en Comunidad - (**AeC**)
- #MentoringLatinaDirectors - (**#MLD**)
- Chicana Directors Initiative - (**CDI**)



AeC EMPOWERED

- *The Latina Book Club*
- *EZ LIVIN'*
- *Angel*
- *Stop Tagging Our Murals (PSA)*
- *Red Onion*
- *The Girl Next Door*

FEATURED DIRECTORS

Yelyna De León
Paloma Rabinov
Mercedes Garcia
Heather Flores
Iris Almaraz
Donna Bonilla Wheeler





#MLD FELLOWSHIP

- *The Middle*
- *Borders*
- *The Legend of El Cucuy*
- *La Capa Azul*
- *Sirens*
- *Inside*
- *High Score*
- *Red Velvet*

FEATURED DIRECTORS

Sylvia Ray
Luisa Novo
Cynthia Williams Garcia
Alejandra Lopez
Maria Valdez
Jessica Silveti
Melissa Balint
Danielle Gibson

CDI COLLECTIVE

- *La Siguanaba*
- *#1 Bad Dad*
- *Loteria!*
- *Sippin'*
- *Teeth*
- *La Juana*
- *Lessons From My Mother*
- *Dumpster Fire*

FEATURED DIRECTORS

Jacqueline Ayala-Alonzo
Natalie Camou
Isabella Victoria
Rosa Navarrete
Sara Ataiyan
Ana Yamel Rodriguez
Aurora Jimenez
Natalie Rodriguez



"Your program sounds incredible—from the film blocks and poetry to the lowriders and the closing screening of *Backstreet to the American Dream*. It's heartening to see culture being used as both celebration and resistance, and I applaud your vision and commitment to lift up our community in such a powerful way."

-José M. Hernández, former NASA Astronaut

- Biographical story behind *A Million Miles Away*



DISCUSSION | SCREENING DISCUSIÓN | PROYECCIÓN

6:30 to 7:30 p.m. • 7:30 to 9:30 p.m.
Saturday: Sept. 27, 2025

SPOTLIGHT SCREENING



Source: Concepts Completos

WATCH

[Backstreet Trailer](#)
[Callejón Avance](#)

•
[EPK \(English\)](#)

[EPK \(Spanish\)](#)

•
[PROJECT SUMMARY](#)
[RESUMEN del PROYECTO](#)

[Backstreet to the American Dream:](#)

An award-winning bilingual documentary on race, labor, and class in modern-day America. Raw, intimate and urgent, this portrait of blue-collar entrepreneurs and immigrant grit is championed by Jarritos and Executive Producer Dolores Huerta (Presidential Medal of Freedom recipient).

Panel Discussion: Before the spotlight Premiere, join ***A Million Miles Away*** Executive Producer **Rick Telles**, former immigrant farmworker turned NASA astronaut **José Hernández**, Hollywood Legacy Expert **Alejandra Espasande** for this powerful conversation.

MARKET | FERIA

(Follow these featured guests on Instagram)



Poet:
Matt Sedillo



Poet:
Iris De Anda



L&A
STUDIO

@LA.Studio.ca
Capture the vibe
with this fun
photo booth.

 **Options For Youth**
Public Charter Schools

**Save on Fares with
the LIFE Program.**

Low-income riders can save more.

**Ahorre en tarifas
con el programa
LIFE.**

Usuarios de bajos ingresos
pueden ahorrar más.



@Apapacho_Catering
USC grad keeping his
parents' dream alive in
the face of ICE raids.



@GardenaCinema
Get rare movie merch and memorabilia.



@Martin.Espino.Music
Live sounds of ELECTRA AZTECA rooted in ancestry and soul.



@lacountyrcc
Community and Voter Outreach.

TICKETS

→ Updates @cinema_cultura_comunidad

Grab yours here: **EVENTBRITE (+EB fees)**

17 Saturday, Sept. 27, 2025 — 11 a.m. – 10 p.m.

17 Gardena Cinema | 14948 Crenshaw Blvd.

17 Space is limited!



CINEMA_CULTURA_COMUNIDAD



MARKET | FERIA

Saturday: Sept. 27, 2025 - 11 a.m. - 6:00 p.m.

Meet Your Hostess:

Actress, filmmaker, and *Hollywood Chola* herself (a one-woman show in the making) — is bringing her bold, hilarious, and unapologetically Latina energy to **Cinema. Cultura. Comunidad.**, and will command the stage at our outside venue to keep the party rolling – ALL. DAY. LONG.

Yelyna De León

Yelyna is an actress, singer and filmmaker. She has worked on TV shows such as *Will and Grace*, *Snowfall*, and *Shameless*.

Her feature film credits include: *A Better Life*, *East Side Story*, and *Murder in the Woods* (with Danny Trejo). Yelyna starred in and directed her latest project, *20 Pounds to Happiness*, which is currently on the festival circuit. She has also directed several short films, including the Latina Book Club.

Yelyna received her B.A. from UCLA in film, TV, digital cinema and Chicano studies, and an MFA from USC in film and TV production. She has taught filmmaking at Cal State L.A. and all over the world with American Film Showcase (AFS). Yelyna is developing *Hollywood Chola*, a one-person show about her experiences as a Latina in Hollywood, penned by award-winning writer Josefina Lopez. Naturally, an album with the same name will follow. Yelyna and Josefina are working together to open a film school in Boyle Heights.

HOLLYWOOD CHOLA



→IG: @YelynadeLeon

→IG: @HollywoodChola



PANEL

Saturday, Sept. 27, 2025 - 6:30 - 7:30 p.m.

Join the discussion about Latino underrepresentation in Hollywood, the weaponization of brown immigrant identity under the Trump Administration, and the urgent need for our community to reclaim its narratives, on the big screen and beyond. **Additional panelists TBA.**

A MILLION MILES AWAY



American engineer and former NASA astronaut José Hernández is portrayed by Michael Peña (right) in the Amazon Studios film, *A Million Miles Away*. Source: NASA; Prime

José Hernández

Inspired by the real-life story of NASA flight engineer **José Hernández**, *A Million Miles Away* follows his extraordinary journey, from a rural village in Michoacán, Mexico, to more than 200 miles above the Earth in the International Space Station. Hear from the only farmworker to become a NASA astronaut about the role of family, determination and community in achieving seemingly impossible goals.

Hernández has been recognized many times for his groundbreaking accomplishments, including the 2016 National Hispanic Hero Award presented by the U.S. Hispanic Leadership Institute. This **11-min. profile** by Rocket Productions (Chicago) celebrates this icon's remarkable example of perseverance and triumph.

→IG: @AstroJoseHernandez



Source: NASA



Source: Prime



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Source: IMDB

RICK TELLES

Executive producer of the Amazon Studios hit ***A Million Miles Away***, the inspiring true story of José Hernández, a former migrant farmworker turned NASA astronaut, **Rick Telles** is an Emmy-nominated producer, director, and writer. Telles brings more than three decades of experience to telling stories that resonate across audiences, cultures, and platforms.

He's best known for co-creating the reality-TV juggernaut, *The Surreal Life*, but his documentary work is just as influential. His credits include *Pedro E. Guerrero: A Photographer's Journey* and *The Storm that Swept Mexico*. These projects have received numerous accolades, including the Columbia DuPont, Peabody, Emmy, and Alma awards. Telles has also created compelling content for networks like PBS, ABC, NBC, National Geographic, and Discovery. Rick Telles is one of the few Latinos in Hollywood working in top-tier creative positions.

→IG: @RickT2788



Michael Peña as José Hernández in *A Million Miles Away*.
Image courtesy of PRIME



Michael Peña as José Hernández in *A Million Miles Away*.
Image courtesy of PRIME

Parking Lot

Parking (45-48 cars)



OUTDOOR MARKET | FERIA - 11 a.m. - 6 p.m.

Vendors (16 Tables/2 Per Tent):

- 01) Goddess Mercado
- 02) Goddess Mercado
- 03) Goddess Mercado
- 04) Goddess Mercado
- 05) Goddess Mercado
- 06) Goddess Mercado
- 07) Goddess Mercado
- 08) Goddess Mercado
- 09) Film Posters
- 10) Raffle/Auction Table
- 11) Advocacy Corner
- 12) Policy Corner
- 13) L.A. Co. Services
- 14) Community Outreach
- 15) Family Activities #1
- 16) Family Activities #2

Food Vendors

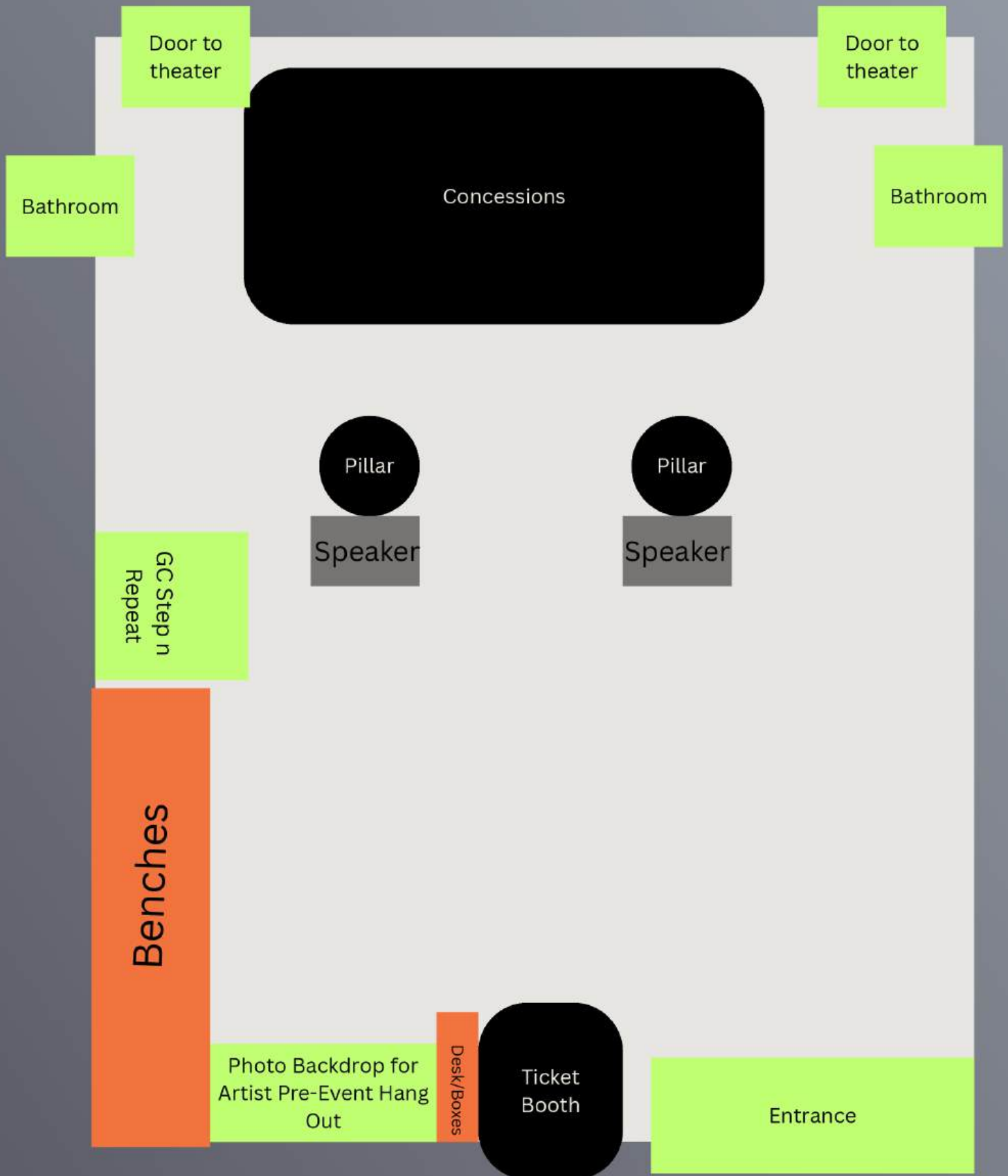
- Street Food #1-Savory
- Street Food #2-Sweet

Info Table

- Shared space for advocacy orgs.



Theater Space



Gardena Cinema

If seats could talk, this would be one noisy room.

Nestled between a gym and a Latin grocer, Gardena Cinema is an 800-seat, single-screen theater where nostalgic moviegoers can enjoy an analog experience, complete with Dolby sound and digital projection. The vintage marquee on Crenshaw Boulevard, framed in bright red and yellow, marks the last-standing piece of classic Hollywood in L.A.'s South Bay.

First opened in 1946, the Kim family, immigrants from South Korea, has owned this historic gem since the 1970s. These days, Judy Kim runs the show. She says her mom fell in love with the place as soon as she stepped foot inside, and after she passed, Judy knew exactly what she had to do: take care of her dad, and save the theater.



The view from the stage facing the house inside the Gardena Cinema. Image courtesy of Gardena Cinema.

In 2023, Judy launched the nonprofit, **Friends of Gardena Cinema**, a 501(c)(3) dedicated to preserving the venue as a community hub for film, art, and connection.

It's a labor of love, and from month to month, finances are shaky. To help stay afloat, Judy digs into a cluttered closet full of rare Hollywood memorability to auction online. She says items like signed posters or signed Blu-rays and DVDs can get a few hundred dollars, and every penny counts.

In March 2024, the LAist featured Gardena Cinema in a full story. You can browse their online auction on Zeffy.



The view from Crenshaw Blvd. Image courtesy of Patricia Nazario.

Cinema-
Cultura-
Comunidad.



↑ Tickets



The view of the adjacent gated parking lot on Crenshaw Blvd. Image courtesy of Patricia Nazario.

PARKING:

Included in \$50 All Access Pass. First come, first serve. → **EVENTBRITE (+EB fees)**



TRADER JOE'S

LA BREA
TAR
PITS
& MUSEUM



HOLLY J. MITCHELL
LOS ANGELES COUNTY SUPERVISOR • 2ND DISTRICT

NATURAL
HISTORY
MUSEUM
LOS ANGELES COUNTY

TAM
TORRANCE ART MUSEUM
Where Contemporary Art Happens

Raising
Cane's
CHICKEN FINGERS



LA PRINT HOUSE

SPONSORS

With gratitude, we salute those who support this event



*Cinema.
Cultura.
Comunidad.*



Iris Almaraz

Film Programmer: Cinema. Cultura. Comunidad.
IrisAlmaraz.com

 **TICKETS**
EVENTBRITE (+EB fees)



↑ Tickets



↑ Instagram



Rosa Navarrete

Consultant: Production & Social Media
ChicaboomProductions.com



Patricia Nazario

Founder: Cinema. Cultura. Comunidad.
PatriciaNazario.com | BackstreetFilm.com

FILM & EVENT CONTACT

✉ Info@BackstreetFilm.com | ☎ 213.632.8078

Cinema. Cultura. Comunidad.

📅 **17** Saturday, Sept. 27, 2025 | 11 a.m. – 10 p.m.

📍 Gardena Cinema | 14948 Crenshaw Blvd.

🎟️ Join us – Space is limited!

 **ONLINE**

→ IG: [@Cinema.Cultura.Comunidad.](https://www.instagram.com/Cinema.Cultura.Comunidad)

→ IG: [@GardenaCinema](https://www.instagram.com/GardenaCinema)

Official CCC communications are sent directly from the organizing team. Please disregard any third-party info not from our team.

Gardena Cinema is a 501(c)(3) nonprofit organization. A portion of all proceeds will go towards immigrant advocacy work on the frontline.

