

“Absolutely masterful!”  
“¡Absolutamente magisral!”



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



# PROJECT SUMMARY

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

## BackStreet to the AMERICAN DREAM

### EXECUTIVE SUMMARY

- 13 Awards | Commendations
- 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:** From Street Corner Hustle to Pop-Culture Boom!

***Backstreet to the American Dream*** is an award-winning 90-minute feature documentary that reframes the American Dream through the raw hustle of an old-school Latina-owned taco truck and a gourmet burger truck—shifting the national narrative on immigrant entrepreneurs and their legacy in the \$2B global food truck phenomenon.

Through the quintessential 21st-Century entrepreneurial endeavor– food trucks– this bilingual film takes the audience on a journey, and delves into how street food fosters inclusion, while exploring the deep connection between food, culture, and community.

Los Angeles is the birthplace of the food truck phenomenon. This deep dive 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.

With Mexican soda giant Jarritos as a promotional partner and civil rights icon Dolores Huerta as Executive Producer, *Backstreet* has screened at 14 film festivals — **Dances With Films**, **Newport Beach Film Festival**, **Sonoma International Film Festival**, as well as events in **New York** and **Paris**), 16 universities/cultural centers, and has won 13 awards, including Best Documentary (2xs) and Best Food Film. 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**

- 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*

# In Appreciation

**CAPRI MADDOX**

EXECUTIVE DIRECTOR,  
LOS ANGELES DEPARTMENT OF CIVIL  
AND HUMAN RIGHTS

*Forelle Sam*



**LA Civil Rights**



**janm**

JAPANESE AMERICAN  
NATIONAL MUSEUM



**Smithsonian**

★ SUPERVISOR ★

**HILDA  
SOLIS**



LOS ANGELES COUNTY SUPERVISOR

**LINDSEY**

*Horvath*

THIRD DISTRICT



**MARISCOS  
JALISCO**

**MONICA RODRIGUEZ**

LOS ANGELES CITY COUNCILMEMBER, DISTRICT 7

**LA PRINT HOUSE**



"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 Poets 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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