

SURVIVAL ISN'T TRENDY. IT'S THE ONLY WAY FORWARD.

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

Backstreet to the AMERICAN DREAM



LOGLINE

A raw and intimate portrait of race, labor, and class in modern-day America, *Backstreet to the American Dream* humanizes Latino immigrants and immerses viewers in the world of blue-collar entrepreneurs selling street food.

EXECUTIVE SUMMARY

- 18 Awards/Commendations
- 14 Film Festival (12 US, 1 FR, 1 MX)
- 90-Minute Documentary Feature
- Fiscal Sponsor: IDA
- Grant: Eastside Arts Initiative
- Grant: L.A. County Sup. Holly Mitchell

EDUCATIONAL

SCREENINGS

- 13 Universities
- 5 Cultural Centers

PRESENTING PARTNERS

- Jarritos - Promotional Partner
- Dolores Huerta - Executive Producer

SOCIAL IMPACT CAMPAIGN

- Cinema. Cultura. Comunidad. (CCC)
- Gardena Cinema, Sept. 27, 2025

SYNOPSIS

A gripping, character-driven cross-cultural odyssey between two profoundly different food-truck worlds, the film juxtaposes the rise of gourmet food-truck fame with the decades-long resilience of immigrant street vendors whose grit built the industry long before the \$2 billion global boom. The result is a visceral examination of pop culture versus survival, identity, and opportunity in the gateway economy of modern America.

POLICY · CIVIL ENGAGEMENT · COALITIONS · SOCIAL IMPACT

- Mobilized 200+ Latina filmmakers, community partners, agencies, and attendees for CCC, a daylong activation
- Hispanic Heritage Month - Elevated immigrant-centered narratives with grants from public and private programs in L.A.
- Screenings rooted in dialogue around race, labor, class, public policy, and community
- Collaborated with NASA astronaut José Hernández to challenge harmful Latino portrayals in Hollywood
- Partnerships - Jarritos, Dolores Huerta Foundation, Make the Road NY, Gardena Cinema, L.A. Co. Sup. Holly Mitchell
- Raised funds for Public Counsel's Immigrants' Rights Project

"*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 understand the issues we'll cover."
- Prof. Gaspar Rivera-Salgado, Dir. of UCLA Center for Mexican Studies & Project Dir. at the UCLA Labor Center



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