

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

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

Backstreet to the AMERICAN DREAM



LOGLINE

A bilingual, cross-cultural portrait of race, labor and class in modern-day America, following entrepreneurs from two radically different worlds as they pursue their slice of the American pie.

EXECUTIVE SUMMARY

- 100 | 90 | 54 min. (Classroom Cut + 4 modules)
- 14 Film Festivals | U.S. & International
- 18 Awards & Commendations
- Documentary Feature
- National Educational Distribution: New Day Films
- Dolores Huerta – Exec. Producer
- Jarritos – Promotional Partner
- International Doc Assoc. (ida) – Fiscal Sponsor
- Grant: Eastside Arts Initiative (EAI)

EDUCATIONAL DISTRIBUTION

- Educational Licensing
- Speaking Engagements
- **NewDay.com**

EDUCATIONAL REACH

- Universities
- Cultural Centers
- Community Screenings

SOCIAL IMPACT CAMPAIGN

- Cinema. Cultura. Comunidad. (CCC) 
- Gardena Cinema | Sept. 27, 2025
- Grant: L.A. County Sup. Holly Mitchell

SYNOPSIS

A global story about race, labor, class and economic survival unfolds through two distinct worlds of L.A. street food. The award-winning bilingual documentary follows blue-collar and immigrant entrepreneurs from radically different backgrounds as they chase their piece of the American pie. The cross-cultural odyssey moves beyond culinary trends to reveal what survival and opportunity look like in modern-day America.

EDUCATION | COMMUNITY | SOCIAL IMPACT

- **Partnerships:** Jarritos, Dolores Huerta Foundation | **Community outreach:** Make the Road New York (NYC)
- Screenings and presentations at universities and cultural institutions across the U.S.
- **Cinema. Cultura. Comunidad. (CCC)** showcased films by 25 Latina directors, local artisans and community storytellers
- Spotlight conversation with NASA astronaut José Hernández (*A Million Miles Away*) on harmful Latino media portrayals
- Raised \$800 for Public Counsel, serving immigrant and other underserved communities
- CCC received certificates of recognition from U.S. Rep. Maxine Waters and L.A. Mayor Karen Bass

"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."

– **Professor Gaspar Rivera-Salgado**, Project Director at UCLA Labor Center



New Day Films

- **EDUCATIONAL LICENSING**
 - **SPEAKING ENGAGEMENTS**
- NewDay.com

PRESS | GENERAL INQUIRIES

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