

Cinema- Cultura- Comunidad.

Saturday
09.27.25
11 A.M. – 9 P.M.

Festival and discussion with José Hernández
Hosted by **Gardena Cinema**



FIESTA ALL DAY!

- 90s Photo Booth
- Street Food
- Lowriders & Classic Cars

ARTISTAS

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



↑ Instagram



BackstreetFilm.com



↑ Tickets
(+EB fees)

LOCATION

Gardena Cinema
14948 Crenshaw Blvd.
Gardena, CA 90249

PARKING:

- El Camino College, Lot C
- \$3 per car. Free Shuttle.
- Map: @<https://bit.ly/ELCC-Lot-C>

INQUIRIES/TICKETS:

- Info@BackstreetFilm.com
- <https://bit.ly/CCCFiesta2025>

**A portion of your contribution drives Public Counsel's pro bono advocacy work.*

Cinema. Cultura. Comunidad.

Saturday, Sept. 27, 2025, 11am to 9pm

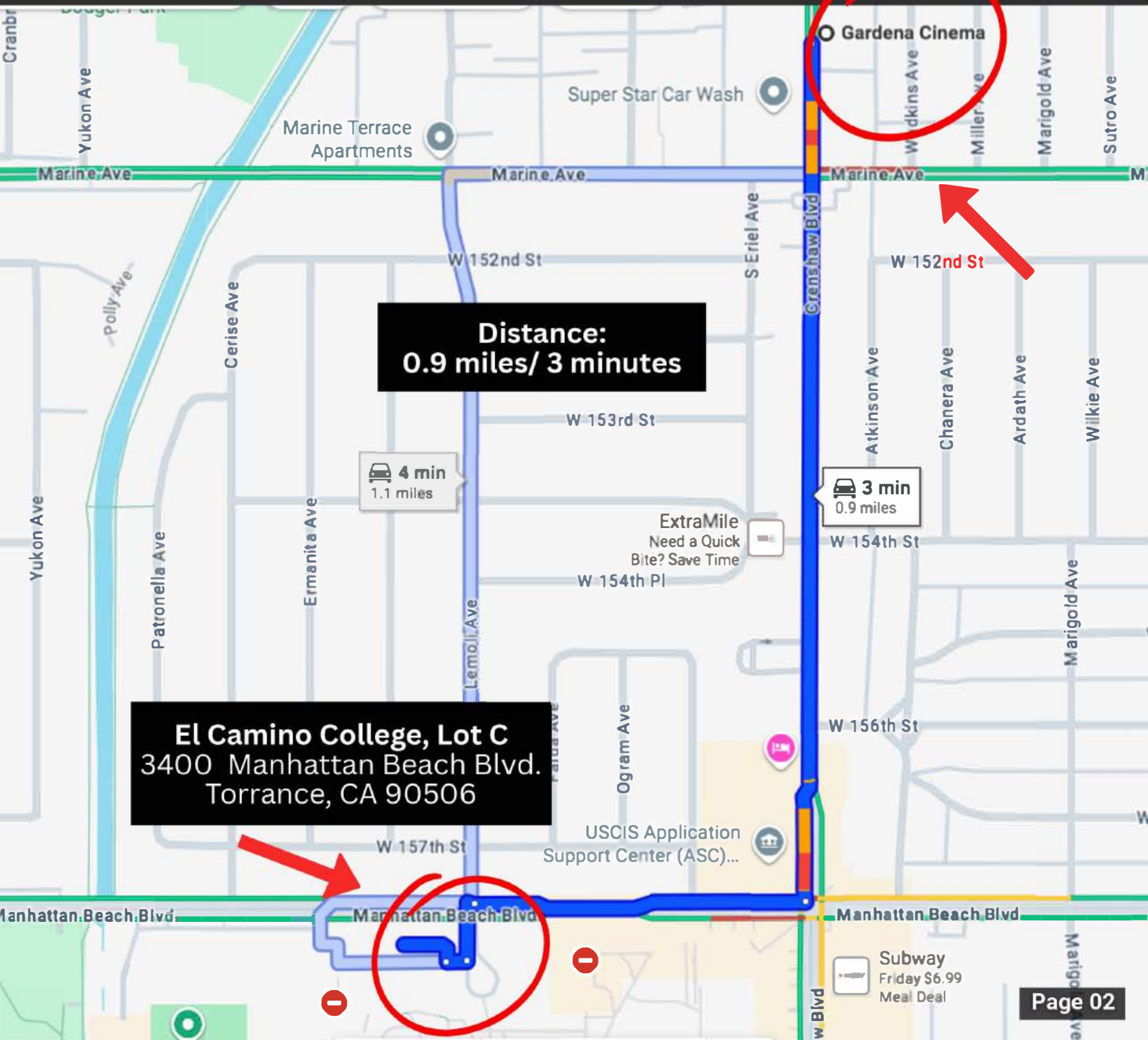
Gardena Cinema

14948 Crenshaw Blvd.
Gardena, CA 90249

El Camino College, Lot C

3400 Manhattan Beach Blvd.
Torrance, CA 90506

FREE SHUTTLE



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.** transforms the Gardena Cinema into a people's plaza, where cultural pride fuels political purpose.

L.A. County District 2 Supervisor Holly Mitchell has invested in this vision with a grant to expand access, and **Cheech Marin** made special donations to our raffle and auction.

A portion of all proceeds will go to **Public Counsel**, advancing their pro bono legal and advocacy work in immigrant and working-class communities.

Pay what you can and join us!

Declaración de Misión

A través de la comida, el cine y la familia, socios comunitarios están creando un espacio seguro para la participación cívica en este festival bilingüe del día completo, enraizado en las experiencias vividas de inmigrantes, latinx y angelinos de clase trabajadora. **Cinema. Cultura. Comunidad.** transforma el Gardena Cinema en una plaza del pueblo, donde el orgullo cultural impulsa el propósito político.

La Supervisora del Distrito 2 del Condado de L.A., Holly Mitchell, ha invertido en esta visión con una beca para ampliar el acceso, y **Cheech Marin** ha hecho aportes especiales para nuestra rifa y subasta.

Una parte de todos los ingresos se destinará a **Public Counsel**, apoyando su labor legal y de incidencia pro bono en comunidades inmigrantes y de clase trabajadora.

Aporta lo que puedas y acompáñanos.

Gardena Cinema is a 501(c)(3) nonprofit organization.

*A portion of your contribution drives Public Counsel's pro bono advocacy work.

*Eventbrite fees applied to online purchase.



Power | Art | Action



THEATER | TEATRO

Screenings • Proyecciones - 11 a.m. to 9:00 p.m.

Photo Booth • Booth de fotos - 11 a.m. to 5:30 p.m.

Saturday: Sept. 27, 2025

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
(Stage: Nazario/Richard Yñiguez)

11:10 - 11:25 a.m. - Stage: Matt Sedillo Live Poetry

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

12:40 - 1:30 p.m. - Food & Film (I.O.)*
Filmmakers & Volunteers (green room)

12:40 - 1:30 p.m. - **BREAK**
Mercado/food/bar/cars/info

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

3:40 - 3:55 - BREAK

3:55 - 4pm - Judy Kim's Special Greeting

4:00 - 4:15 - Stage: Iris De Anda Live Poetry

4:15 - 6:15 p.m. - **Block Three: CDI + Q&A**

6:15 - 6:45 p.m. - **BREAK**

6:45 - 7:30p.m. - Panel Discussion:
Latino representation in Hollywood, how depictions shape stereotypes, policies and policing, and the urgent need for Latinos to reclaim their narratives.

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

9:00 p.m. - Program Concludes

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
(Escenario: Nazario/Richard Yñiguez)

11:10 - 11:25 a.m. - Escenario: Matt Sedillo Poesía en Vivo

11:25 - 12:40 p.m. - **Bloque Uno: AeC + P&R**

12:40 - 1:30 - Comida y Conversación (A.E.)*
Para cineastas y voluntarios (Área de artistas)

12:40 - 1:30 - RECESO
Mercado/comida/barra/autos clásicos/info

1:40 - 3:40 p.m - **Bloque Dos: MDL + P&R**

3:40 - 3:55 p.m. - **RECESO**

3:55 - 4pm - Benvenidas especial de Judy Kim

4:00 - 4:15 - Escenario: Iris De Anda Poesía en Vivo

4:15 - 6:15 p.m. - **Bloque Tres: CDI + P&R**

6:15 - 6:45 p.m. - **RECESO**

6:45 - 7:30 p.m. - Conversatorio:
La representación latina en Hollywood: cómo las imágenes moldean estereotipos, influyen en las políticas y la vigilancia policial, y subrayan la urgente necesidad de que los latinos recuperen sus narrativas.

7:30 p.m. - Proyección Especial:
Callejón al Sueño Americano

9:00 p.m. - El Programa Concluye

* I.O. - Invitation Only

* A.E. - Acceso exclusivo



"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 5:30 p.m.

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

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

MARKET

All day raffle & silent auction!

- Classic Cars | Lowriders & Merchandise
- Gardena Transit Outreach
- Rare Movie Poster Pop-Up & Memorabilia
- L.A. County Voter Registration
- The Makers Hub - Kids & Families
- The Goddess Mercado
- Advocacy Corner
- Public Counsel Pro Bono Legal Services
- LA Metro LIFE - Free and reduced fares
- Options for Youth
- 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.
- **Community Empowering Others** - Creating scholarships with 30% of proceeds for first-generation and non-traditional college-bound students.

FERIA

¡Rifa y subasta silenciosa durante todo el día!

- Autos Clásicos | Lowriders y Mercancía
- Alcance Comunitario de Gardena Transit
- Exhibición de Carteles de Cine Únicos
- Registro de Votantes del Condado de L.A.
- El Makers Hub - Niños y Familias
- Goddess Mercado Artisans
- Rincón de Defensa/Activismo
- Public Counsel – Servicios Legales Pro Bono
- LA Metro LIFE – Tarifas gratuitas y reducidas
- Opciones para Jóvenes
- 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.
- Community Empowering Others – Creando becas con el 30% de las ganancias para estudiantes universitarios de primera generación y no tradicionales.



WHY IT MATTERS:

A portion of all proceeds will be **donated to Public Counsel**, which provides legal services and advocacy work for immigrants. This is about visibility. This is about voice. This is about us.

ABOUT THIS EVENT:

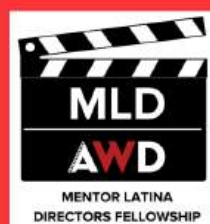
More than a festival—it's a *movement*.

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, and resources for immigrant and working families.

CURATED en COMUNIDAD:

The three blocks of powerful short films screening 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)**
- **#Mentoría para Directoras Latinas - (#MLD)**
- **#Initiative de Directoras Chicanas - (#CDI)**



AeC

- *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*
- *Lotería!*
- *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 *Callejón al Sueño Americano*. 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 DISCUSIÓN

6:30 to 7:30 p.m.

SPOTLIGHT SCREENING FUNCIÓN DESTACADA

7:30 to 9:00 p.m.

SPOTLIGHT SCREENING



Source: Concepts Completos

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

[EPK \(English\)](#)
[EPK \(Español\)](#)

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

Backstreet to the American Dream:

This award-winning bilingual documentary on race, labor, and class in modern-day America is a portrait of blue-collar entrepreneurs and immigrant grit in the heart of Los Angeles. Raw, intimate, and urgent, this 90-minute odyssey is championed by Jarritos and Executive Producer Dolores Huerta (Presidential Medal of Freedom recipient).

Panel Discussion: Before the Spotlight Screening, join the conversation about how Hollywood portrays Latinos, how depictions shape stereotypes, policies, and policing, and the urgent need for Latino communities to reclaim their narratives.



MARKET | FERIA

(Follow these featured guests on Instagram)



TICKETS

→ Updates IG: **@cinema_cultura_comunidad**

- Grab yours here: **EVENTBRITE (+EB fees)**
- Saturday, Sept. 27, 2025 from 11 a.m. to 9 p.m.**
- Gardena Cinema | 14948 Crenshaw Blvd.**
- Space is limited!**



MARKET | FERIA

Saturday: Sept. 27, 2025 - 11 a.m. - 5:30 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 & 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



DISCUSSION

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

Join the conversation about Latino representation in Hollywood, how depictions shape stereotypes, policies, policing and the urgent need for Latino communities to reclaim their narratives.

GUEST PANELIST:

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, México, to the International Space Station, more than 200 miles above the Earth. Hear from the only former 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

MODERATOR and GUEST PANELIST

PATRICIA NAZARIO



→IG: @hey_newslady

Filmmaker/Journalist Patricia Nazario will moderate the panel discussion. She's an international journalist with 18 awards/honors, including four L.A. Press Club Awards, five Golden Mikes, two Congressional Awards, and special honors from L.A. County Supervisors, and L.A. City Council. Her career spans from hurricane coverage in Florida and New York during the 9/11 terrorist attacks, to Argentina's severe financial, social, and political crisis of 2002.

Partially raised in a Mexican enclave in L.A., Patricia was aware of the Latino-owned mom-and-pop taco trucks that parked in the same spot every night for years. When gourmet food trucks became a pop-culture sensation in 2008, Patricia explored the connection between hustle and hardship in the heart of Los Angeles. Consequently, her 90-minute feature documentary offers an immersive look at race, labor, and class in modern-day America, set at the peak of the food truck boom.

Patricia holds her M.S. from Columbia University and her B.A. from UCLA. More at PatriciaNazario.com & BackstreetFilm.com.

Matt Sedillo

Coined the "best political poet in America," Matt Sedillo work has been compared to Bertolt Brecht, Roque Dalton, Amiri Baraka, Allen Ginsberg, Carl Sandburg and various other legends.

Sedillo has traveled the world to share his acclaimed works and has won dozens of awards, including the 2017 Joe Hill Labor Poetry award and the 2022 Dante's Laurel.

Sedillo has appeared on CSPAN and has been featured in the *Los Angeles Times*, *Axios*, the *Associated Press*, *La Jornada*,

NPR, among many other publications and broadcasts. Sedillo has spoken at Casa de las Americas in Havana, Cuba, Dante's Basilica in Ravenna, Italy, at numerous conferences and forums such as the Association of Writers and Writing Programs, the National Conference on Race & Ethnicity in American Higher Education, the National Association of Chicana/Chicano Studies, the Left Forum, the US Social Forum, and at over a hundred universities and colleges, including the University of Cambridge, UNAM, and Stanford, among many others.

Matt Sedillo is the author of *Mowing Leaves of Grass* (FlowerSong Press, 2019) and *City on the Second Floor* (FlowerSong Press, 2022). More at MattSedilloPoetry.com.



→IG: @matt_sedillo





Gina Amato Lough, Esq.

Gina Amato Lough (she/ella) is the **Directing Attorney of Public Counsel's Immigrants' Rights Project**. She leads a 30-member team - attorneys, paralegals, administrative staff, and social workers - who serve asylum seekers, immigrants in detention, survivors of violent crime, unaccompanied children, and victims of *notario* fraud.

Gina was an Adjunct Professor in the Loyola Immigrant Justice Clinic (LIJC) for six years, where she taught law students the practice of humanitarian immigration law and engaged them in advocacy to advance the rights of immigrants. Prior to joining Public Counsel and LIJC, Gina represented tenants in eviction cases and plaintiffs in civil rights, human rights, and employment lawsuits. She was also the Associate Director of Admissions at Berkeley Law, where she worked to create equitable and inclusive admissions policies and practices.

Source: PublicCounsel.org

As the daughter of a Mexican immigrant, Gina's work is deeply personal and she demonstrates an enduring commitment to uplifting the rights of immigrants, mentoring the next generation of public interest attorneys, and building sustainability in the practice of humanitarian immigration law.

→IG: @public_counsel

Challenging the Trump Administration's Unlawful Immigration Raids and Detentions in Southern California

Immigrant Youth and Legal Services Providers File Class Action Challenging Government's Unlawful Termination of Deferred Action for Immigrant Children and Youth

Los Angeles Times



Girl who is facing deportation requires lifesaving care in U.S.
Family granted humanitarian entry loses legal status



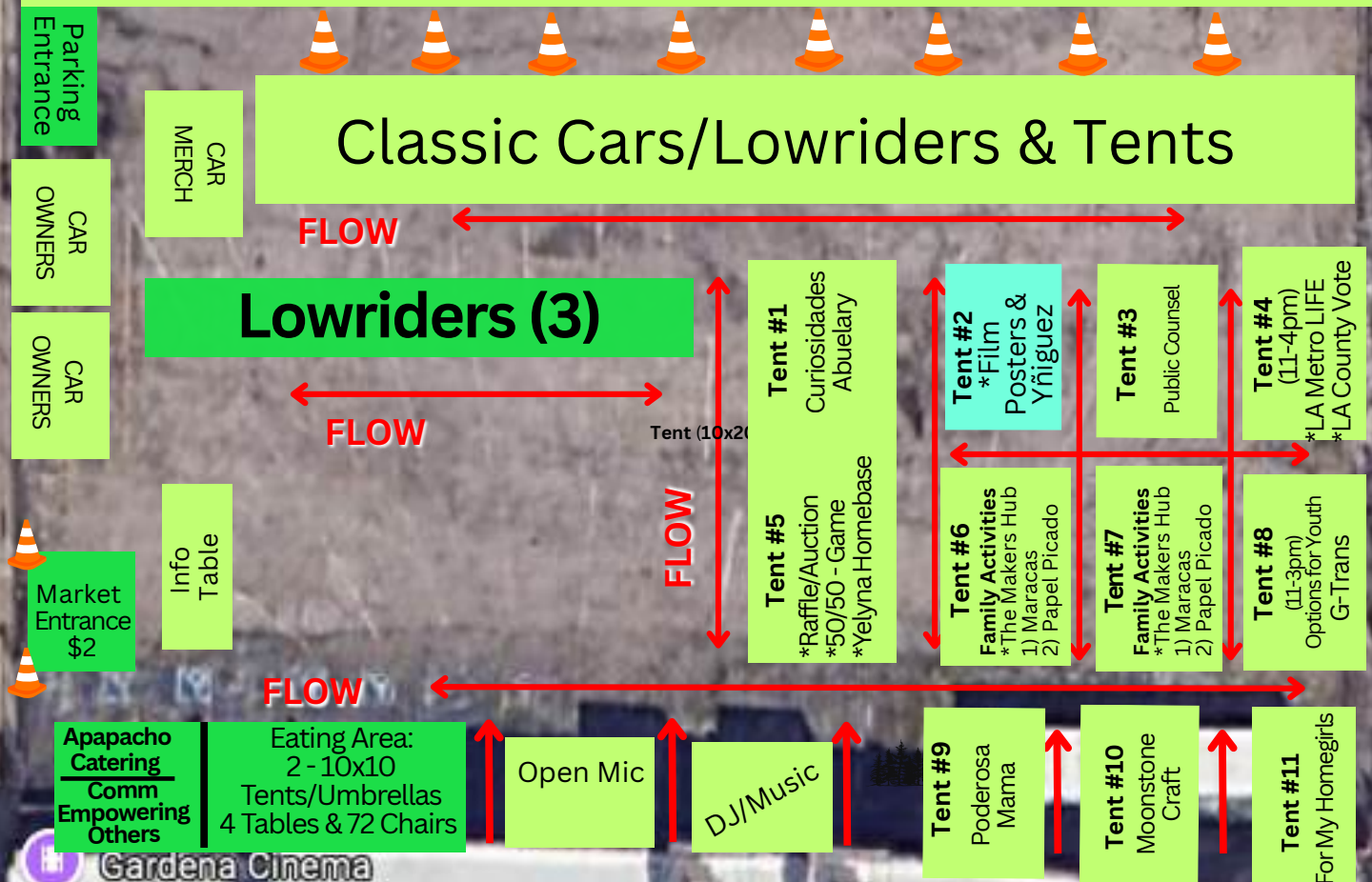
Supreme Court Allows Discriminatory Raids to Resume in Los Angeles



Update: Sofia Granted Humanitarian Parole After Facing Deportation and Death

Parking Lot

Parking (45-48 cars)



OUTDOOR MARKET | FERIA - 11 a.m. - 5:30 p.m.

Tent #/ Tables

- 01) Curiosidades Abuelary
- 02) GC Film Posters/Yñiguez
- 03) Public Counsel
- 04a) LA Metro LIFE
- 04b) L.A. Co. Vote (RRCC)
- 05a) Homebase
- 05b) Raffle/Auction
- 06) Family Activities #1
- 07) Family Activities #2
- 08a) Options for Youth
- 08b) G-Trans
- 09) Poderosa Mama
- 10) Moonstone Craft
- 11) For My Homegirls

Food Vendors

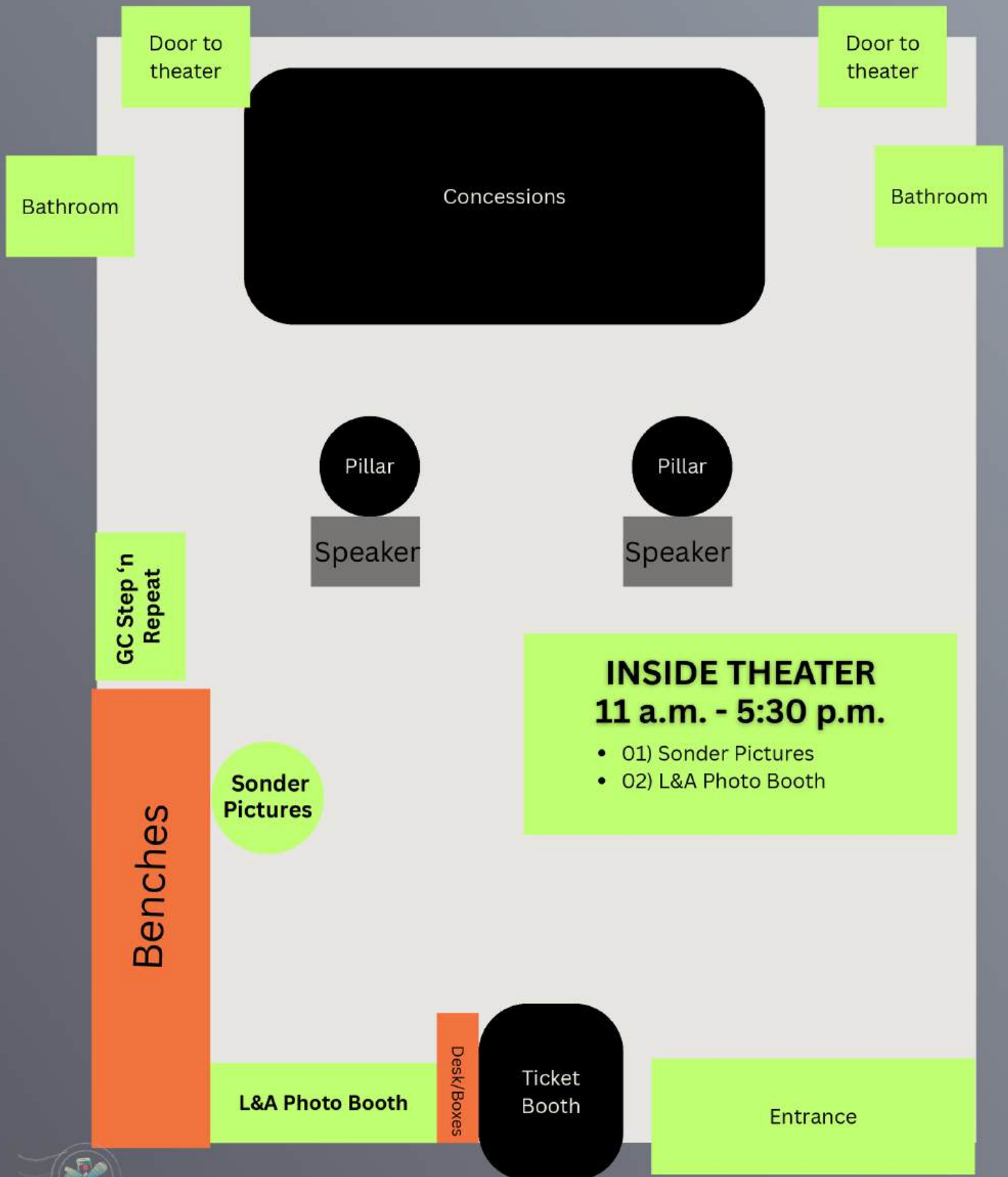
- Street Food #1-Savory
- Street Food #2-Sweet

Info Table

- Shared space for advocacy orgs.

**Loading/
Unloading**

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. 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.



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

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

Cinema-
Cultura-
Comunidad.



↑ Tickets

PARKING:

→ Offsite: El Camino College, Lot C, \$3 All Day

→ Map @<https://bit.ly/ELCC-Lot-C>

→ EVENTBRITE (+EB fees)



TRADER JOE'S

GRACIAS TO OUR SPONSORS!



HOLLY J. MITCHELL

LOS ANGELES COUNTY SUPERVISOR • 2ND DISTRICT

LA BREA
TAR
PITS
& MUSEUM



SPONSORS

With gratitude, we salute those who support this event

Cinema-
Cultura-
Comunidad.



TICKETS

EVENTBRITE (+EB fees)



↑ Tickets



↑ Instagram



Iris Almaraz

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



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. – 9 p.m.
📍 Gardena Cinema | 14948 Crenshaw Blvd.
🎟 Join us – Space is limited!



ONLINE

→ IG: @Cinema_Cultura_Comunidad.
→ IG: @GardenaCinema

PARKING:

→ Offsite: El Camino College, Lot C, \$3 All Day | Map @<https://bit.ly/ELCC-Lot-C>

Gardena Cinema is a 501(c)(3) nonprofit organization.

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FROM STORYTELLING TO COMMUNITY IMPACT DE LAS HISTORIAS AL IMPACTO COMUNITARIO

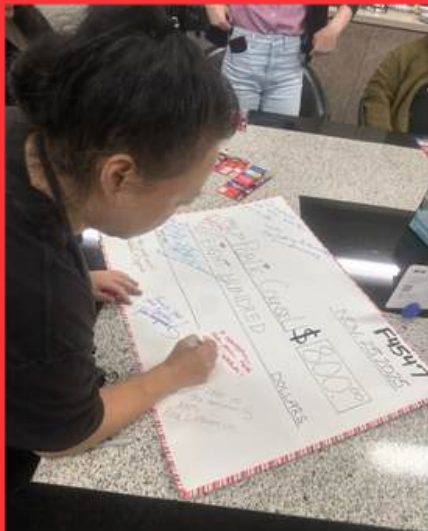


\$800 FOR PUBLIC COUNSEL / \$800 PARA PUBLIC COUNSEL

Cinema. Cultura. Comunidad. turned cultural celebration into tangible community support. Proceeds from the September 27, 2025 event generated an \$800 contribution to Public Counsel, supporting pro bono legal advocacy for immigrant and working-class communities.

Cinema. Cultura. Comunidad. transformó una celebración cultural en un apoyo tangible para la comunidad. La recaudación del evento del 27 de septiembre de 2025 permitió realizar una contribución de 800 dólares a Public Counsel, en apoyo a la defensa legal *pro bono* para comunidades inmigrantes y de clase trabajadora.

Public Counsel • Los Angeles • 03.12.2025 • 



Gardena Cinema owner Judy Kim signs the commemorative check.



Celebrating the campaign's community contribution.