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## **API Business Community Welcomes The New Mexico Asian Film Festival**

*Asian Business Collaborative Celebrates The New Age of Asian Representation in Film*

ALBUQUERQUE, NM - With Hollywood bursting with Asian representation in film, the Asian Business Collaborative (ABC) is producing the New Mexico Asian Film Festival. The film festival will take place 6-9 p.m. Friday, August 19, 2022, at Balloon Fiesta Park. This one-of-a-kind festival will feature Asian short films produced by API directors, an inaugural awards ceremony and a feature film celebrating Asians in film. The film festival received over 300 submissions for this inaugural event.

“There are a lot of parallels between the new age of Asian actors, directors and producers and New Mexico’s expansive film industry,” said Kristelle Siarza, Volunteer Executive Director of the Asian Business Collaborative. ABC is the creative curator for the Asian Expo + Marketplace, which features the film festival as a main event. “New Mexico is such a hidden gem that’s become so well loved in the film community, it’s only fitting to take an underrepresented community of Asian film makers and bring them to the main stage of our community.”

ABC is proud to partner with Lava Buckley, an award-winning producer and actor, for the inaugural festival. Buckley has worked in various filmmaking departments throughout her 18 years in the film industry and enjoys working on both large studio and indie projects. When she was faced with learning to walk again and not being able to work in film, Lava decided to participate in the 72-Hour Shootout with the Asian American Film Lab. Her short film “Call Me Mary” placed fourth out of 400 films, and won Top Ten and Most Original Use of Theme.

“I am so excited to be curating the New Mexico Asian Film Festival,” said Buckley. “There are so many great Asian filmmakers here in our state and across the country, and this festival will give our community here in New Mexico a chance to see some of the amazing films created and submitted.”

This event is a part of the larger Asian Expo and Marketplace event August 19-20, 2022, at Balloon Fiesta Park, and aims to uplift the New Mexico film industry and Asian business in our community. You can get more information on the upcoming film festival and expo here:

<https://bit.ly/3yVNXui>

### **About Asian Business Collaborative**

The Asian Business Collaborative is a 501-c3 organization focused on supporting Asian and Pacific Islander-owned businesses. Through business support, ABC helps API small business owners in a culturally competent way.

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