



Tasveer
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(206) 349-4478
www.tasveer.org

October 9, 2014

Dear Members of the Press:

Welcome to the 2014 Seattle South Asian Film Festival, presented by Tasveer. For the past nine years, Tasveer has worked to enhance the profile of thoughtful, provocative, and meaningful cinema from and about South Asia. With a greater depth and range of programming than ever before, we expect the 2014 Festival to be an unprecedented success. Our theme, ***Stories that dare . . .***, encompasses narratives and documentaries from around the world, chosen and presented here to inspire, provoke, and delight.

As our partners in raising awareness and spreading the word in the Pacific Northwest and beyond, you have early and extensive access to the facts and assets of SSAFF 2014. We are excited for the opportunity to partner with you to bring our stellar films, panels, and events to the community.

The following Media Guide includes contact information, details on press access, background on Tasveer and the Festival, film listings, and information on panels and events. We hope you will find it very helpful, and will not hesitate to get in touch if we can do anything to facilitate your coverage and experience.

We look forward to seeing you at SSAFF 2014 and hope you enjoy it as much as we have enjoyed putting it together!

Best regards,

Rita Meher
Executive Director / Co-Founder, Tasveer
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TASVEER 9th SEATTLE SOUTH ASIAN FILM FESTIVAL – MEDIA KIT

Table of Contents

TASVEER BACKGROUND ... *Page 3*

SSAFF 2014 FACT SHEET ... *Page 4*

TOP 9 HIGHLIGHTS at the 9th ANNUAL SSAFF ... *Page 6*

SSAFF 2014 TICKETING INFO ... *Page 9*

PRESS INFO ... *Page 10*

SSAFF 2014 SPONSORS ... *Page 11*

SSAFF 2014 TEAM ... *Page 12*

TASVEER BACKGROUND

Mission: To curate thought-provoking artistic work of South Asians through films, forums, visual art, and performances that engage and empower the community.

The Story: Tasveer (meaning picture in Hindi/Urdu) was co-founded by Rita Meher and Farah Nousheen. Passionate about telling the stories of South Asians and dispelling stereotypes in the media post-9/11, the two happened to meet in Seattle in 2001. Later that year, they attended a San Francisco-based South Asian Festival together, which helped to cement their ideas and Tasveer emerged in a few short months. Tasveer quickly became the platform to connect real South Asian stories with the local Seattle community. Screening indie films, documentaries and shorts throughout the city, they started small but had a big vision for the organization.

About Tasveer: Founded in March 2002, Tasveer has become a vital and vibrant artistic platform in Seattle for South Asians with roots in Afghanistan, Bangladesh, Bhutan, India, Nepal, Pakistan and Sri Lanka and for the broader community. Tasveer is dedicated to providing a space and a stage for South Asian voices (often stifled by culture, community, fear or stigma) to share their truths aloud. Through thought-provoking artistic expression via films, forums, visual art, performances and -- most importantly -- meaningful dialogues between artists, activists and the community, Tasveer goes beyond Bollywood movies and bhangra music, as participants often step out of their comfort zones to bring to light difficult issues that demand attention and discussion.

Programs: Tasveer now produces three key events throughout the year with the support of grant funders, individual donors, hundreds of volunteers, and thousands of audience members. The South Asian International Documentary (SAID) Festival and AAINA Spotlighting Women's Issues take place in the spring each year and the Seattle South Asian Film Festival is in the fall.

Status: Tasveer is a fully federally recognized 501(c)3 organization and was incorporated as a nonprofit in March 2004.

Tasveer: www.tasveer.org

Seattle South Asian Film Festival: <http://ssaff.tasveer.org/2014/>

SSAFF 2014 FACT SHEET

SSAFF by Numbers

- 24 Features
- 17 Shorts
- 9 Countries represented
- 18 Attending filmmakers

Countries represented: Afghanistan, Bangladesh, Canada, India, Nepal, Pakistan, Sri Lanka, United Kingdom, United States

Opening Night Gala: An Evening of Short Films, Music & Friends

Friday, 10/31/14 from 8PM to 12AM
Renton Pavilion Event Center
233 Burnett Avenue South, Renton 98057

Weekend 1: SSAFF Film Screenings

Saturday, 11/1/14 from 12PM to 9PM
Sunday, 11/2/14 from 12PM to 6PM
Mobius Hall on Cascadia Community College Campus
18345 Campus Way NE, Bothell, WA 98011

Panel 1: Filmmaking for Global Audiences: Stories that Travel

Co-presented by Tasveer and Washington Filmworks
Moderated by Warren Etheredge, host of The High Bar
Saturday, 11/1/14 from 3PM to 5PM
Mobius Hall on Cascadia Community College Campus
18345 Campus Way NE, Bothell, WA 98011

Panel 2: A Global Perspective on Screenwriting: Writing that Resonates

Presented by Tasveer in collaboration with The Film School
Featuring visiting filmmakers from around the world
Tuesday, 11/4/14 from 6:30PM to 8PM
Roy Street Coffee & Tea
700 Broadway East, Seattle, WA 98102

Weekend 2: SSAFF Film Screenings

Friday, 11/7/14 from 7PM to 9PM
Saturday, 11/8/14 from 12PM to 8PM
Sunday, 11/9/14 from 12PM to 6PM
Roxy Cinema
25 S. Grady Way, Renton 98057

Closing Awards & Reception to follow at 6:00PM

Roxy Cinema
25 S. Grady Way, Renton 98057

SSAFF 2014 Jury

Warren Etheredge, host of *The High Bar*

Laila Kazmi, senior interactive content producer, KCTS 9

Nadeem Uddin, documentarian, Samsara Films

Sonora Jha, professor of journalism and chair of the Department of Communication, Seattle University

Bharti Kirchner, award-winning author of *Darjeeling*, *Sharmila's Book*, *Shiva Dancing*, among others

S. Charusheela, associate dean and associate professor, University of Washington, Bothell

Tasveer SSAFF 2014 Jury Award

Select feature films will be eligible for the **first ever** SSAFF jury award.

Tasveer SSAFF 2014 Audience Awards

Best Narrative

Best Short

Best Documentary

TOP 9 HIGHLIGHTS at the 9th ANNUAL SSAFF



Jaya (US/India)

Opening Night Gala Shorts

See this surprising true story about a young girl who joins a gang to protect herself on the streets of Mumbai.

Date: Friday, 10/31/14 @ 8PM



Fandry (India)

Opening Feature Film

Find out if a teen's determination will win over deep-rooted caste discrimination.

Date: Saturday, 11/1/14 @ 12PM
Meet Producer Vivek Kajaria



Sulemani Keeda (India)

Enjoy this bromantic comedy about two wannabe Bollywood scriptwriters.

Date: Saturday, 11/1/14 @ 5PM
Meet Actor Mayank Tewari



Soongava: Dance of the Orchids (Nepal)

Witness the purest love between two women torn apart by social intolerance.

Date: Saturday, 11/1/14 @ 7PM
Meet Filmmaker Subarna Thapa



Titli (India)

Official Selection - Cannes International Film Festival 2014

Peek into Delhi's oppressive underworld up close and very personal.

Date: Saturday, 11/1/14 @ 9PM
Meet Filmmaker Kanu Behl



The Unending Story (India)

Best Feature, Mumbai International Film Festival 2014

Best Feature, 35th Cinéma du Réel, Paris 2013

Take in a true story about 4 daughters who defy the norm to farm when their father dies.

Date: Sunday, 11/2/14 @ 12PM



Anima State (Pakistan)

Strap in for an exhilarating ride about politics, persecution and paranoia.

Date: Saturday, 11/8/14 @ 8PM
Meet Filmmaker Hammad Khan



Are You Listening! (Bangladesh)

Imagine lives literally swept away by a tidal wave, and watch how this family picks up the pieces after their village is flooded.

Date: Sunday, 11/9/14 @ 2PM



With You Without You (Sri Lanka)

Closing Feature Film

See why the strong female lead has festival *Best Actress* wins under her belt.

Date: Sunday, 11/9/14 @ 4PM
Meet Director Prasanna Withanage

SSAFF 2014 TICKETING INFO

Online Ticket Sales

Tickets for each program can be purchased online at <http://ssaff.tasveer.org/2014/> until 11:59PM the night before respective show times. Tickets will be available at the venue's will call.

Box Office Sales

Tickets for each program will be available onsite at the ticket counter on the day of screenings based on availability. Please note the onsite ticket price is higher for the Opening Night Gala.

Opening Night Gala

Friday, 10/31/14 from 8PM to 12AM
\$35 Regular | \$25 Student in advance
\$45 at the door

Film Screenings

\$12 Regular | \$10 Student (with ID)

Opening Film

\$15 Regular | \$12 Student (with ID)

Closing Film + Awards Ceremony & Closing Reception

\$15 Regular | \$12 Student (with ID)

Extra Screenings

\$5 per program

program 1: Saturday, 11/1/14 at 4pm | program 2: Saturday, 11/1/14 at 5pm

program 3: Sunday, 11/2/14 at 12pm | program 4: Sunday, 11/2/14 at 3pm

Panels are FREE to attend

SSAFF 2014 Festival Passes: Limited Availability!

ALL ACCESS

\$100 Regular / **\$50** Student (with ID)

Get easy access to every event and all films!

FILM BUFF

\$75 Regular / **\$35** Student (with ID)

Soak in all or as many films as you can (excludes Opening and Closing special events).

WEEKENDER

\$50 Regular / **\$25** Student (with ID)

Pick weekend 1 or 2 for a weekend of films, plus attend panels.

Seating

No reserved seating is available. First come, first serve. Films will start on time.

Note: Children 12 and under may attend events and screenings for FREE but please be advised that some content may not be suitable for young viewers.

PRESS INFO

Press Contact Information

Sara Huey
Festival Publicist
206-619-0610
sara.huey@hueypr.com

Festival Screenings and Event Access

For media access to screenings and events of the Seattle South Asian Film Festival, please contact the Festival publicist listed above.

Screener Access

For access to physical and online screeners of the films of the 9th annual Seattle South Asian Film Festival, please contact the Festival publicist listed above.

Interview and Media Inquiries

Please contact the Festival publicist listed above to request interviews with visiting filmmakers or Festival organizers, and for all additional media inquiries.

Media Materials

Media can download film stills, press kits, and other publicity materials by visiting ssaff.tasveer.org/2014/ and clicking "Press" in the upper right-hand corner. For attribution information, please contact the Festival publicist listed above.

Media Guidelines

All media requesting access to events, screeners, and press assets of the 9th annual Seattle South Asian Film Festival presented by Tasveer (SSAFF 2014) must be on editorial assignment and should be prepared to provide proof of assignment or editorial contact upon request.

Recording and photography of the events of SSAFF 2014 should be limited to red carpet events, pre- and post-screening interviews, and lifestyle elements. Photography should be for editorial use only. Any other use, including but not limited to commercial and promotional use, is expressly prohibited and strictly enforced. Footage of any film shown at SSAFF 2014 may not be used without the filmmaker's consent.

All footage clips intended for television broadcast or online streaming shall not exceed 15 minutes in length and no individual clip shall exceed three minutes in length. Streaming of any Festival films or events is strictly prohibited and Tasveer reserves streaming rights for all SSAFF 2014 content and events.

Print and online media may create capsule reviews, feature articles, and mentions for any Festival film regardless of format, on the condition that reviews for films with US distribution be held until the film is released commercially. Any violations of these guidelines will result in revocation of media credential(s) and removal from SSAFF 2014, and may result in legal action.

SSAFF 2014 SPONSORS

Gold

- City of Renton

Silver

- Explore Bothell
- Cascadia Community College
- University of Washington, Bothell
- Emirates
- Xfinity

Bronze

- Pratham – Every Child in School and Learning Well
- Annapurna Café
- Uravi
- UBS Financial Services, Inc. / Shobha Sriaiyer
- Solspro

Strategic Partners

- Washington Filmworks
- The Film School

Grants

- 4Culture

Friends of the Festival

- Mimi Gates
- Lowell Douglas Ing

Media Sponsors

- KUOW 94.9
- The Seattle Globalist

SSAFF 2014 TEAM

Staff

Festival Director: Rita Meher
Festival Co-director: Alka Kurian
Festival Manager: Shikha Jain
Marketing Director: Monish Gangwani
Festival Publicist: Sara Huey
Communications Manager: Natasha Alim Goud
Guest Liaison: Anita Akerkar
Partnership Leads: Kiran Dhillon and Madhuri Kudaravalli
Website Lead: Rohan Takhar

Organizers

Andrew Varma, Anisha Shankar, Aretha Basu, Garima Parghi, Maryama Jillo, Mike Cassasa, Nabiha Basu, Prabita Chandran, Varsha Srivastava, Zorina Milman

Festival Advisors

Warren Etheredge
Lyle Pearson

Country Advisors

Anjula Rasanga (Sri Lanka)
Laila Kazmi (Pakistan)
Catherine Masud (Bangladesh)
Abinash Shah (Nepal)
Maryna Ajaja (India, SIFF)

The Board

Rita Meher, Co-founder and Executive Director, Tasveer
Farah Nousheen- Co-founder, Tasveer and MPhil Student
Madhuri Kudaradavalli, Manager, Marketing Analytics, Microsoft
Tameem Ansari, Principal Development Lead, Microsoft
Alka Kurian, Lecturer, University of Washington
Dinesh Korde, Development Manager, T-Mobile
Rituja Indapure, Quality Assurance Analyst, Costco
Prachi Vora, Associate Program Officer, Bill & Melinda Gates Foundation