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FOR IMMEDIATE RELEASE:

***La Mission* starring Benjamin Bratt**

**Special Screening to Launch the Weeklong
18th Annual San José Mariachi and Mexican Heritage Festival,
Presented by Target
at the Camera 12 Cinemas on Monday, September 21**

San José, CA --- July 23, 2009 --- The San José Mariachi and Mexican Heritage Festival in partnership with the Camera Cinemas will launch the weeklong festival with an opening night reception and movie night. *La Mission* will be shown on Monday, September 21 at 7 p.m. Directed by Peter Bratt and starring his brother, Benjamin Bratt, this independent film was a hit at the 2009 Sundance Film Festival.

“The expansion of the San José Mariachi and Mexican Heritage Festival into related art forms is a great way to broaden the audience for the Festival and showcase outstanding efforts in film by Latino filmmakers, actors and writers,” said Marcela Davison Aviles, President and CEO of Mexican Heritage Corporation. “*La Mission* is a beautifully depicted drama that brings to the forefront critical issues impacting our nation. Like the Academy Award winning “*Milk*,” this film is a timely reminder of the ongoing civil rights struggle which confronts our community.”

Plot Summary:

Set in the colorful, seedy streets of the San Francisco district that bears its name, *La Mission* is a story of redemption imbued with the curative power of Aztec tradition. Feared, yet respected, as the baddest Chicano on the block, Che (Benjamin Bratt), a reformed inmate and recovering alcoholic, resorts to violence and intimidation to get what he wants. A bus driver by day Che lives for his beloved son, Jesse (Jeremy Ray Valdez), his lifelong friends, and his passion for lowrider cars. Che’s macho world is crushed when he discovers that Jesse’s been living a secret life. Che is forced to reconcile the life he thought he had when his violent and intolerance are challenged by his new neighbor Lena (Erika Alexander).

Director Peter Bratt delivers a powerful second feature, which is propelled by commanding performances from Jeremy Ray Valdez and Erika Alexander and exceptional turn by its lead Benjamin Bratt.

La Mission is a haunting story of healing and transformation: the healing of a broken man, of a father's relationship with his son, and of a neighborhood struggling to break the chains of violence.

"Following its successful debuts at Sundance, Seattle the San Francisco Film Festival and Outfest, we are thrilled to bring *La Mission* to the diverse communities of the Silicon Valley," added Davison Aviles.

Immediately following the film will be a Question and Answer session with Benjamin Bratt, Peter Bratt and other members of the film's cast and crew. Tickets are \$5 and available through the Camera Cinemas box office: cameracinemas.com or visit sanjosemariachifestival.com for more information about the weeklong festivities.

Camera 12 is located at 201 South Second Street between San Fernando and San Carlos Streets in downtown San José.

CAST of *La MISSION*:

Benjamin Bratt, Erika Alexander, Jeremy Ray Valdez, Jesse Borrego, Talisa Soto Bratt; Director: Peter Bratt; Screenwriter: Peter Bratt; Executive Producers: Kat Taylor and Tom Steyer at Farallon Films, and Dan Nelson; Producers: Alpita Patel, Benjamin Bratt, and Peter Bratt; Cinematographer: Hiro Narita; Editor: Stan Webb; Composer: Mark Kilian.

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About the San José Mariachi and Mexican Heritage Festival:

The San José Mariachi and Mexican Heritage Festival, now in its 18th year, has experienced measured growth in terms of attendance and revenue in the past three years and is now the largest festival of its kind in the nation, headquartered in San José (the nation's tenth largest city) and centrally located in Northern California, which is the fourth largest US Latino consumer market. The Festival annually presents an array of educational workshops, indoor concert events and outdoor music and cultural family activities in downtown San José. Festival revenue supports the Heritage Corporation's music and dance education programs, which are taught in San Jose public schools, the Mexican Heritage Plaza, Children's Discovery Museum and local community centers.

About the Camera Cinemas:

The Camera Cinemas were born in 1975, when Camera One opened its doors on South First Street in downtown San Jose. Home is where the heart is, and the owners of the Camera Cinemas are deeply grateful to the community that embraced the mission, and has made us feel so at home for the past 30 years. The Camera Cinemas seeks to give cultural nourishment back to the community through the sponsorship of school and non-profit events and screenings at its various locations.