



## **The First Chicago South Asian Film Festival**

FOR IMMEDIATE RELEASE

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CHICAGO, IL – August 02, 2010 - The first annual Chicago South Asian Film Festival (CSAFF), presented by NetIP Chicago and Vachikam Inc. and hosted at Columbia College Chicago and Chicago Cultural Center, will be held from October 1st through October 3rd, 2010. The festival was developed to promote South Asian culture throughout the greater Chicago metro area and Midwest, by showcasing filmmakers of South Asian descent as well as films that represent the perspective of the diaspora. The event will establish a groundbreaking cinematic and cultural experience, and will be the first of many to be held. This year's festival will attract close to 2,000 people consisting of various professionals, students, faculty, filmmakers and members of the Chicago South Asian community.

The three-day experience kicks off with the opening night film at Chicago Cultural Center, a question and answer session with the producer and the actors, followed by an exclusive VIP gala event. Screenings on Saturday and Sunday will take place at Columbia College Chicago's Film Row Cinema. As an added bonus, select films will be screened at the Chicago Cultural Center and admission will be free to the general public. The 2010 Chicago South Asian Film Festival will screen 15 films including feature films, shorts, and documentaries.

Additional offerings over the weekend include a special workshop "Hollywood Production with the Canon DSLR camera system" for those interested in learning how to use a Canon 5D/7D for film, television, and web production.

Major sponsors include Etihad Airways, Sheraton Chicago, Allegro Chicago— a Kimpton Hotel, and Comcast.

### **About Network of Indian Professionals - Chicago**

The Network of Indian Professionals Chicago (NetIP-Chicago) is a, non-profit, 501(c)(3) professional organization dedicated to the overall achievement and advancement of South Asian professionals. For more information please visit [www.netipchicago.org](http://www.netipchicago.org).

### **About Vachikam**

Vachikam is committed to bringing greater awareness and appreciation of the Indian performing arts and culture to audiences in the United States and Canada. As a national and local promoter, Vachikam showcases the rich and diverse mosaic of Indian theatre by promoting accomplished artists in high-caliber drama, dance, and musical performances. Vachikam also draws upon its extensive network of artists to orchestrate special social occasions and benefits for the Indian-American community. For more information visit [www.vachikam.org](http://www.vachikam.org).

### **About Columbia College**

With more than 120 academic programs and nearly 12,500 students, Columbia College Chicago is the largest and most diverse private arts and media college in the nation. For more information, please visit [www.colum.edu](http://www.colum.edu).

### **About Chicago Cultural Center**

The Chicago Cultural Center is one of the city's most visited attractions and is home to many of its great public events which include free music, dance, and theater events, as well as films, lectures, art exhibitions and family events. For more information please visit [www.chicagoculturalcenter.org](http://www.chicagoculturalcenter.org).