



FOR IMMEDIATE RELEASE

Contact: teresa nguyen at teresa@redidagency.com or 972-746-3696

11th ANNUAL ASIAN FILM FESTIVAL OF DALLAS PRESENTED BY MCDONALD'S & WELL GO USA ENTERTAINMENT ANNOUNCES FIRST TITLES WITH SEVERAL EXCLUSIVE NORTH AMERICAN PREMIERES

*THURSDAY, JULY 12TH THROUGH THURSDAY, JULY 19TH
LANDMARK'S MAGNOLIA THEATRE in the WEST VILLAGE
3699 MCKINNEY AVE. SUITE 100, DALLAS, TX 75204*

June 6, 2012 (DALLAS, TX) – The Asian Film Festival of Dallas celebrates its 11th year with returning presenting sponsors [McDonald's](#) & [Well Go USA Entertainment](#), from Thursday, July 12 through Thursday, July 19, 2012 at the Landmark's Magnolia Theatre in the West Village.

The festival begins with the Texas Premiere of **Opening Night Film ACE ATTORNEY**, from fabled director Takashi Miike. Adapted from the popular videogame series, the film pits an untested lawyer against his most powerful adversaries while trying to solve a decades-old murder.

“Filled with mystery, comedy and lots of fantastic hair, ACE ATTORNEY starts the 11th annual Asian Film Festival of Dallas off right... *with no objections!*”
– Director of Programming Steve Norwood

The Southwest Premiere of **Centerpiece Film SAYA-ZAMURAI (SCABBARD SAMURAI)** comes from the unique mind and talent of Director Hitoshi Matsumoto (BIG MAN JAPAN, SYMBOL) mixes offbeat humor with touching drama. This period tale follows a disgraced samurai who faces death in 30-days unless he can make the grieving son of a clan leader laugh. Matsumoto's antics are given a delicate treatment as his character dreams up wildly imaginative ways to cheer the young lord. As the days pass, the local citizens soon rally behind him.

Another Southwest Premiere, the **Closing Night Film** is the much anticipated South Korean science-fiction anthology **DOOMSDAY BOOK**, co-directed by Kim Ji-woon (I SAW THE DEVIL) and Yim Pil-sung (HANSEL AND GRETEL, ANTARCTIC JOURNAL). The film has three distinctly different chapters, including: a zombie apocalypse brought about by a single piece of trash; a meditation on being and existence thanks to a robot that has a surprising case of enlightenment; and the end of the world, due largely to a young girl's internet activity. One of the most sought-after Asian films this year, DOOMSDAY BOOK promises to surprise and even charm you as it shows the Mayans how things really work.

This year's non-competition highlights include several of the **AFFD's exclusive North American Premieres**: Derek Yee's **THE GREAT MAGICIAN**, a period mystery that pits warlords, revolutionaries and a shady businessman against a visiting magician with a secret. The Simon Yam/Nick Cheung thriller **NIGHTFALL**, presented by Well Go USA Entertainment, offers up a cat-and-mouse game between a seasoned detective and a paroled murderer. **LET'S GO!** combines gritty crime thriller with wild action and superhero worship makes what could be one of the coolest hybrids in AFFD history. And, the debut feature from Jiayi Du, **ONE MILE ABOVE**, is the heartwarming and inspiring (true) tale of a young man's trek to the highest point in Tibet on a bicycle.

Amidst the primetime screenings, midnights, feature competition categories, short film blocks and a new student short program, the AFFD has not forgotten about the classics and brings a trio of Japanese masterpieces from Janus Films to the big screen. Celebrating their 50th anniversaries are both Akira Kurosawa's **SANJURO** and Masaki Kobayashi's **HARA KIRI**; but also the 1968 horror/fantasy **KURONEKO**, brought to the AFFD in a new 35mm print that stunningly highlights the film's brilliant artistic achievement.

More titles and full schedule of events and details will follow in the coming weeks. Visit www.asianfilmdallas.com.

About the [Asian Film Festival of Dallas](http://www.asianfilmdallas.com)

Since its creation in 2002, the annual film festival has grown to become the South's largest showcase of Asian and Asian-American cinema. Over the past 10 years, the festival has provided opportunities for nearly 500 Asian and Asian-American filmmakers and documentarians to share their vision, often providing the only venue for their films to be shown in Dallas.

The films have also allowed festival goers a chance to experience other lives and cultures without leaving their seats. The Asian Film Festival of Dallas is a 501(c)(3) nonprofit organization dedicated to celebrating and supporting emerging and established Asian and Asian-American filmmakers and sharing the rich diversity of Asian culture through the medium of cinema.

For more information about AFFD or to purchase tickets, please visit www.asianfilmdallas.com.

##

Media credentials are available upon request and approval, please visit <http://2011.asianfilmdallas.com/press/> or contact teresa@redidagency.com