



CONTACT: Monica Alba
Email: monica@dogooddocs.com

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Bay Area Social Issues Documentary Film Contest Announced San Jose sisters organize SI DocFest 2008

San Jose, California; September 17, 2007 – Today, the First Annual Bay Area Social Issues Documentary Film Contest (SI DocFest, for short) was officially launched. The SI DocFest is a unique new contest designed to draw upon the creativity and social concerns of high school students in the greater San Francisco Bay Area, from Sonoma to Monterey.

Participants are required to create a short documentary (8-15 minutes) profiling individuals or organizations that are making or have made a significant difference in the Bay Area through their work and dedication to issues of social concern.

Entry is free and prizes totaling \$20,000 will be equally divided between the non-profit organizations profiled in the winning documentaries, the schools represented by the winning filmmakers and the filmmakers themselves in the form of cash scholarships.

The SI DocFest has been conceptualized and organized as a non-profit and volunteer-based endeavor by **dogooddocs** Productions, a newly-formed local media production company co-founded by sisters Monica and Loreli Alba. Monica, 20, is a junior at the University of Southern California's Annenberg School for Communication and a graduate of Presentation High School in San Jose, where Loreli, 17, is currently a senior.

The SI DocFest is not a traditional film festival, but rather a contest narrowly focused on high school students, the documentary genre, social issues, and the greater Bay Area community. Examples of social issues include education, health care, poverty and the environment. Even if a filmmaker decides to cover an issue of global impact, the film must illustrate its connection to the Bay Area.

“The increased affordability and ease of use of tools for video production, coupled with the global reach of the Internet, have provided an amazing platform for stories to be told and heard,” said Monica Alba. “Our intent is to provide local high school students both with incentives and a vehicle to showcase some of the amazing people and groups in our community.”

The SI DocFest hopes to highlight some of the individuals and organizations that greatly contribute to the betterment of our community, while providing educators and students with a project that can be linked to school curriculum or to extra-curricular activities.

“In today’s society, teenagers concerned with social issues that could affect their future need an outlet to share their ideas. We’re trying to facilitate this by using video technology to help them make a difference in their communities,” said Loreli Alba. “We truly believe that anyone can make a film; they just need a video camera, a computer, passion and a moving story.”

Camera Cinemas, the leading independent movie theater company in the South Bay Area, is an official sponsor of the SI DocFest, providing advertising prior to shows on their 21 screens, as well as hosting a screening of the finalists’ films and the awards ceremony on February 10, 2008.

“In the expanding world of film festivals this one stands out,” said Jack Nyblom, co-founder and President of Camera Cinemas. “Original, stimulating and visionary, the SI DocFest is something to be excited about and is going to be with us for a long time.”

All entries will receive a copy of the “Uncommon Heroes” DVD, which has been provided courtesy of the Skoll Foundation. This DVD tells the inspiring stories of eight recipients of the Skoll Award for Social Entrepreneurship, and should provide filmmakers with a reference to high-quality short documentaries of heroes working for the common good.

Pre-registration for the SI DocFest is now open and will continue until October 31, 2007. Students are then required to submit a 1-2 minute preview of their film by November 30, 2007, with the final cut due January 10, 2008.

For more detailed information on dates and contest rules, please visit www.sidocfest.com.

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dogooddocs Productions is a new media production company located in San Jose, California. While its plans have not been announced yet, it has disclosed the sponsoring and organization of the Bay Area Social Issues Documentary Film Contest (SI DocFest), conceptualized and organized by co-founders Monica and Loreli Alba. Visit www.dogooddocs.com as a gateway to the SI DocFest and for future updates about its plans.

*For over 30 years, the **Camera Cinemas** have presented a wide variety of well-made, intelligent films, from re-released classics to independents, international to mainstream. With three distinct locations – Camera 7 Cinemas, the state-of-the-art multiplex in Campbell's Pruneyard Shopping Center; Los Gatos Cinemas, in downtown Los Gatos, and Camera 12 Cinemas in downtown San Jose – Camera Cinemas has become an important institution in the local film community, making vital contributions to the cultural life of San Jose and representing the best of what the South Bay has to offer. For more information visit www.cameracinemas.com.*