

Benavides Born Limits are for those who have them.



The *Benavides Born* Newsletter

Vol. 5

Sundance:

Benavides Born had a great ride at the Sundance Film Festival! The film premiered to a sold-out crowd of 450 and kept on rolling to a sold-out crowd of over 1200 filmgoers at the end of the week. The audience response in both Park City and Salt Lake was wonderful and often emotional. We were thrilled to have so many of our lead cast and crew there with us, including some from South Texas.

During the film's opening weekend, Amy Wendel (the Director) was awarded the L'Oreal Paris Women of Vision Award at a special event just for that award hosted by L'Oreal Paris, Entertainment Weekly, and the Sundance Institute. You can view a video about that event [here!](#)

Kirk Honeycutt of The Hollywood Reporter, the leading entertainment industry publication, offered the following nice review of the film: [read it here](#)

A big thank you to Getty Images for the photo below of our lead cast (and Amy and Dan) at Sundance.



Back Row from L to R: Jaime Medeles, Dan Meisel, Leticia Magaña, Julia Vera, Julio Cedillo, Amy Wendel
Front Row from L to R: Amanda Rivas, Joseph Julian Soria, Jeremy Ray Valdez, Corina Calderon
Photo by Larry Busacca/Getty Images North America

Where Next?

The general idea for an independent film like ours is festivals followed by distribution. Only a few indie features get into festivals, and only a handful get theatrical distribution. We have to be careful about showing the film publicly during this phase, because any showings outside of festivals could disqualify us from future festivals.

After Sundance, we rolled right into the Santa Barbara International Film Festival, where we received more complimentary coverage. We will be screening in Oregon at the Ashland Independent Film Festival, April 7 – 11, and in Florida at the Sarasota Film Festival on April 10th and 16th. We'll be announcing more festivals soon.

So why not Texas yet? We remain very eager to show the film in Texas, but distributors do not want us to screen the film in one of its primary markets. They want to save the press and other attention for the film's commercial release. So that's the reason for the Texas delay (and New York, and LA, etc.).

We are working on a way to show the film sometime soon in South Texas!

What Can You Do To Help?

The best thing you can do is to get word out about the film to increase audience awareness. The only way we'll get into theaters outside metropolitan areas is if demand grows by word of mouth.

If you have seen the film, you can rate it on [IMDB](#). Those who haven't seen it can "like" the film on [Facebook](#), follow us on [Twitter](#), or save the film on [Netflix](#).

We'll keep you posted on developments and thank you again for your support!

Thank you again for your interest and support! If you'd like to share this newsletter, [FORWARD TO A FRIEND](#) or repost it on any of your social networks by clicking on the icon below.



Dan Meisel
Producer of *Benavides Born*
info@kapokpictures.com
www.benavidesborn.com
www.kapokpictures.com



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