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KQED, the Oakland Museum of California, and the Oakland Film Office announce the return of

SUNSET CINEMA

July 14, 2008, San Francisco --- KQED, the Oakland Museum of California, and the Oakland Film Office host a new season of **Sunset Cinema**, free screenings of films from the upcoming season of KQED's independent documentary series *Truly CA*. The screenings will be held in the museum gardens on the first Friday nights of August and September 2008 as part of the museum's popular **First Fridays after Five** events.

Both documentaries are 60 minutes long and will be introduced by the producer or talent from the film. A brief Q&A session moderated by KQED Education Network will follow each screening. Visitors can arrive early with a picnic to arrange seating in the gardens. The gardens open at 7:00pm and the programs begin at 7:30pm. The series includes:

August 1

Paperback Dreams by Alex Beckstead

Paperback Dreams is the story of two landmark independent bookstores and their struggle to survive. The film follows Andy Ross, then owner of Cody's Books, and Clark Kepler, owner of Kepler's Books, over the course of two tumultuous years in the book business.

September 5

Runners High by Justine Jacob and Alex da Silva

When teenagers from one of the nation's toughest neighborhoods sign up to train for a marathon, they begin the journey of a lifetime. Running 26.2 miles takes effort, commitment, and courage—growing up in East Oakland takes more. *Runners High* captures these inspirational stories of personal triumph.

KQED Education Network will provide free desserts, and the museum will offer a cash bar for attendees (with ID). Guests are encouraged to bring blankets or other seating and their own food and beverages. See www.kqed.org/trulyca and www.museumca.org for information on picnic restrictions and the film series.

Although **Sunset Cinema** films are free, other **First Fridays After Five** (5-9pm) events require museum admission (\$8 adult, \$5 seniors/students, free for children under six). With music performed by leading Bay Area artists, a dance floor, full cash bar and food from the café, all ages are welcome to attend and explore the museum gardens and galleries and special events, including tours and yoga classes. KQED members receive a special 2-for-1 discount on adult admission with their Membercard.

Sunset Cinema is sponsored by KQED Education Network, the Oakland Museum of California, and the Oakland Film Office.

Truly CA is the Northern California Emmy award-winning KQED production presented in association with the Bay Area Video Coalition and Film Arts Foundation. Support for *Truly CA* is provided by The Campaign for the Future Program Venture Fund, Ambassador James C. Hormel, and the members of KQED. *Truly CA* airs on KQED 9 once a month on Sundays at 6pm (see www.kqed.org/trulyca for full schedule).

KQED (www.kqed.org) is a service of Northern California Public Broadcasting, Inc. (NCPB). KQED Public Television 9, one of the nation's most-watched public television stations during primetime, is the producer of local and national series such as *QUEST*; *Check, Please! Bay Area*; *Jacques Pepin: Fast Food My Way*; and *Jean-Michel Cousteau: Ocean Adventures*. KQED's digital television channels include KQED HD, KQED Life, KQED World, KQED Kids and KQED V-me, and are available 24/7 on Comcast. KQED Public Radio, home of *Forum with Michael Krasny* and *The California Report*, is the most-listened-to public radio station in the nation with an award-winning news and public affairs program service (88.5 FM in San Francisco and 89.3 FM in Sacramento). KQED Education Network brings the impact of KQED to thousands of teachers, students, parents and the general public through workshops, community screenings and multimedia resources. KQED Interactive offers video and audio podcasts and live radio stream at www.kqed.org, featuring unique content on one of the most-visited station sites in public broadcasting.

The Oakland Museum of California is devoted to the art, history, natural sciences, and people of California. Opened in 1969 and hailed as an architectural landmark, the museum's tiered complex of galleries, gardens, and sculpture terraces occupies four city blocks adjacent to Lake Merritt and Laney College. The museum offers changing exhibitions and related family and student programs, colorful annual festivals and celebrations, store, cafe, and central courtyard for events. Visit museumca.org or call 510/238-2022. Open Weds.-Sun.

The museum is wheelchair accessible via the garage (entrance on Oak between 10th and 12th streets) or the 10th Street entrance (ramp on south side). A limited number of wheelchairs are available at the admissions desk (level 2). There are accessible restroom and telephones on levels 1 and 2.

Oakland Film Office (www.filmoakland.com) The Oakland Film Office promotes filmmaking in the City of Oakland to advance economic development and civic pride and to increase regional, national and international awareness of Oakland as a vibrant, beautiful and culturally diverse city. Our services include marketing Oakland to the film industry, providing employment and other business referrals, researching prospective locations, issuing and coordinating film permits, and supporting local film festivals and other special events. We work closely with film staff and production companies, cultivate strong relationships with community organizations and businesses. We provide exemplary service and strive to increase film activity in Oakland in order to improve the overall quality of life in the City of Oakland.