

MEDIA ALERT

Community Engagement Contact: Alison Satake (415) 553-3354 or asatake@kqed.org

Media Contact: Bonnie Kwong (415) 553-2418 or bkwong@kqed.org

HOLD YOUR BREATH

**Can cultural and religious beliefs co-exist with contemporary medical technology?
Free screening and discussion on Saturday, March 31 at 3:00pm in Fremont**

SAN FRANCISCO, March 20, 2007 – KQED, in partnership with the Stanford Center for Biomedical Ethics, presents a free public screening of HOLD YOUR BREATH, a documentary by Maren Grainger-Monson, on Saturday, March 31 at 3:00 pm at the Cinema Park Theater in Fremont. The film will be broadcast in the San Francisco Bay Area on Sunday, April 8 at 5:00pm on KQED Public Television 9.

HOLD YOUR BREATH is the poignant story of an Afghani immigrant's disturbing experience with the American healthcare system. After fleeing Afghanistan in 1979, Mohammad Kochi settled in Fremont, California, to raise his family, but just as life seems to be getting easier, he is diagnosed with an aggressive, life-threatening cancer. Despite the good intentions of his medical practitioners, the interactions between them and Mr. Kochi and his family are fraught with misunderstandings about language, religion and customs, ultimately leading to his premature death.

Through intimate moments of anguish and hope, HOLD YOUR BREATH illustrates the importance of communication and sensitivity in medical decision-making. After the screening join filmmaker Maren Grainger-Monsen for a discussion about the urgent need for cultural competence in healthcare professions. Translation services will be provided.

WHAT: HOLD YOUR BREATH by Maren Grainger-Monsen
FREE film screening and community discussion

WHEN: Saturday, March 31
2:45 pm Doors open
3:00 pm Film screening
4:00 pm Q & A with filmmaker Maren Grainger-Monsen and local leaders
(Translation services provided.)

WHERE: Cinema Park Theater
37411 Fremont Blvd., Fremont, CA

FOR MORE INFO: <http://medethicsfilms.stanford.edu/holdyourbreath/index.html>
<http://www.kqed.org/immigrationinfocus>

HOLD YOUR BREATH is presented by American Public Television (APT), a prime source of programming for the nation's public television stations, and KQED Presents, a division of KQED. The film is funded in part by the California Endowment, the Commonwealth Fund, the Greenwall Foundation, & the Arthur Vining Davis Foundations.

KQED's Immigration in Focus (www.kqed.org/immigrationinfocus) is a collection of thought-provoking programs, special reports and events about the complex issues surrounding immigration. With California at the center of the immigration debate, KQED recognizes the need for accurate, balanced information and provides a platform for productive and inclusive dialogue from all perspectives.

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