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

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

**KQED Proudly Sponsors NEW YEAR BABY
At the 25th San Francisco International Asian American Film Festival**

**Featuring a Q&A with Director Socheata Poeuv
Sunday, March 18 at 5:00 pm at AMC Van Ness Theatres**

SAN FRANCISCO, March 12, 2007 – KQED proudly sponsors the Bay Area premiere of the award-winning documentary NEW YEAR BABY by Socheata Poeuv at the 25th San Francisco International Asian American Film Festival on Sunday, March 18 at 5:00 pm at the AMC Van Ness Theatres in San Francisco.

NEW YEAR BABY is a personal documentary about the filmmaker's search for the truth about her family. As a child growing up in the United States, Poeuv knew that her parents had survived brutal oppression and genocide under the Khmer Rouge, but they never spoke of it. After her parents make a startling revelation, she travels to Cambodia to unravel the mystery surrounding her family's survival and eventual escape.

Winner of the Amnesty International's 'Movies That Matter' Human Rights Award at the International Documentary Festival Amsterdam (IDFA) in December 2006, NEW YEAR BABY will premiere on PBS on "Independent Lens" in 2008.

"I remember watching A.K.A. DON BONUS on PBS as a teenager. It was a documentary about a Cambodian American teenager in the San Francisco area," said Poeuv. "It was the first time I'd ever seen a depiction of a young Cambodian American on television. In that moment I realized that there was a way for someone like me to have their voice heard in this country."

Through film festival sponsorship opportunities, KQED celebrates and honors the independent filmmaking community in the Bay Area and the documentary art form. NEW YEAR BABY is a contender in the San Francisco International Asian American Film Festival's Documentary Competition, which offers a first look at new non-fiction feature films that explore the dynamic and complex terrain of Asian America.

"We're pleased to present NEW YEAR BABY with our longtime partner KQED," said Festival Director Chi-hui Yang, "and we're thrilled with the high caliber of this year's documentaries that offer a glimpse into stories that are rarely brought to the screen."

There will be a special question and answer session following the film with director Socheata Poeuv. For ticket information, visit www.asianamericanfilmfestival.org.

About NEW YEAR BABY

Broken English Productions' NEW YEAR BABY (<http://www.newyearbaby.net>) by Socheata Poeuv is a window into the lives of six Cambodians who escape the Khmer Rouge genocide and become Americans. The film won the highest human rights cinema award, the Amnesty International 'Movies That Matter' Award, at its premiere at the 2006 International Documentary Festival Amsterdam.

About the San Francisco International Asian American Film Festival

The Center for Asian America Media presents the San Francisco International Asian American Film Festival (SFIAAFF) (www.asianamericanfilmfestival.org) every March. The SFIAAFF is the nation's largest showcase for new Asian American and Asian films, annually presenting approximately 130 works in San Francisco, Berkeley and San Jose. Since 1982, the SFIAAFF has been an important launching point for Asian American independent filmmakers as well as a vital source for new Asian cinema.

About KQED's Immigration in Focus

KQED's Immigration in Focus (www.kqed.org/immigrationinfocus) is a year-long 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. Funding is generously provided by the Evelyn and Walter Haas, Jr. Fund (www.haasjr.org).

About KQED

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 Encore, KQED World, KQED Life and KQED Kids, and are available 24/7 on Comcast. KQED Public Radio, home of *Forum with Michael Krasny*, *Pacific Time*, 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.

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