



MEDIA ADVISORY

Vancouver Asian Film Festival and Sky Global Present Advanced Screening of “Crazy Rich Asians” by Warner Bros on August 13th

VANCOUVER, BC - August 7, 2018 - Vancouver Asian Film Festival (VAFF) and Sky Global proudly present an advanced screening of the film “Crazy Rich Asians” by Warner Bros at 7:00 pm on Monday, August 13th, 2018 at the Scotiabank Theatre (After party to follow screening).

In this era of #OscarsSoWhite, the film “Crazy Rich Asians” represents the modern day breakthrough for an all-Asian cast film by Hollywood. The casting of Asian actors for Asian roles is a key milestone for major studios, as such, the Vancouver Asian Film Festival believes it may be the “Black Panther” for the Asian community in Canada and across North America.

“Crazy Rich Asians” is as about Asian American Rachel Chu (Constance Wu, Fresh Off the Boat), who is happy to accompany her longtime boyfriend, Nick, to his best friend's wedding in Singapore. She's also surprised to learn that Nick's family is extremely wealthy and he's considered one of the country's most eligible bachelors. Thrust into the spotlight, Rachel must now contend with jealous socialites, quirky relatives and something far, far worse -- Nick's disapproving mother. “Crazy Rich Asians” is based on Kevin Kwan's bestseller of the same title. “Crazy Rich Asians” is set for wide release on 15, August, 2018.

Not since the release of “Joy Luck Club” in 1993 has there been a film inclusive of the Asian North American community. The Vancouver Asian Film Festival believes this is a big deal for Canadians of Asian heritage, especially millennials, who have never seen themselves as leads in a mainstream movie.

“With Hollywood's recent white washing of Asian characters (Dr. Strange, Ghost in the Shell, Aloha), Asian stories and opportunities for Asian lead actors have been under attack,” laments Barbara Lee, Founder of the Vancouver Asian Film Festival. “But it is my hope that this film inspires a new generation of actors, writers, directors, producers and film buffs overall.”

Like the film “Black Panther”, which made headlines with its successful Opening Box Office numbers, Lee understands the significance of this film to the VAFF community and to all Canadians of Asian heritage.

“We are celebrating the 22nd Anniversary of VAFF this year and during our entire history, Hollywood has not believed enough in our box office power to cast us in our own stories,” added



Lee. “Finally, here is the opportunity for Asian American/Canadian communities to change this perception, but we, as a community, need to come out and support this film.”

Kevin Li, VAFF's VP Board Director, knows a thing or two about this opulent and rarely seen lifestyle. Li is also the producer of the highly successful web series, "Ultra Rich Asian Girls", which also helped to tear down some of the ‘bamboo’ ceiling in this genre.

Li adds, “More importantly, this film signals to networks and investors that contemporary Asian content is no longer a niche, it’s mainstream.”

VAFF is the longest running Asian film festival in Canada. It was founded in 1995 and debuted in September 1997. VAFF is dedicated to promoting and celebrating the diversity and depth of Asian culture and identity in film and media, and to help North American Asian actors and filmmakers more authentically and more powerfully define and express themselves on screen. Festival dates are Nov. 1 - 4, 2018.

Special thank you to our sponsors for making this advanced screening of “Crazy Rich Asians” all possible: Sky Global, Six O Four life, Adore Fashions, Minimal Glass & Doors, Win Lui Group – Customize Mortgage Solutions Clearview Orthodontics, Urban Thai Bistro Yaletown, Octavia Vodak Ltd. and Dea Fortuna .

Screening Time and Location:

Time: 7:00 pm, Monday, August 13th, 2018

Location: Scotiabank Theatre, [900 Burrard St., Vancouver](#)

After Party

Time: 10:00 pm, Monday, August 13th, 2018

Location: Urban Thai Bistro, [1119 Hamilton St. Vancouver, BC](#)

Editor’s Note: Please email media@vaff.org to RSVP your attendance to the screening and inquires for interview.



VAFF

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