



**MEDIA ALERT**  
**FOR IMMEDIATE RELEASE**

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**Inaugural Dates Announced for  
San Pedro International Film Festival  
October 12 to 14, 2012**

Los Angeles, CA - **The San Pedro International Film Festival (SPIFF)** announces its inaugural event from October 12 to 14, 2012. The San Pedro International Film Festival is organized in partnership with the Croatian Cultural Center of Greater Los Angeles and the City of Los Angeles Department of Cultural Affairs (DCA).

The inaugural SPIFF will present new films, including narrative features, foreign films, documentaries, short films, and student works. Discussion panels, Q&A sessions with the filmmakers, opening and closing night premieres and parties, and celebrity tribute programs are all key ingredients for the first SPIFF.

The San Pedro International Film Festival was founded to celebrate the diverse culture and community of San Pedro with a wide spectrum of independent film, documentaries, and shorts. SPFF is committed to exhibiting films that embody inspiring entertainment for all, in addition to works that express fresh voices and differing global perspectives. The intent for the festival is to showcase films that will enlighten audiences while providing invaluable exposure for local and international filmmakers.

Since 1909, San Pedro has been the port district of the City of Los Angeles. Spanish ships visited what would become the port in the 1540's. Because of its proximity to the ocean, ethnically diverse San Pedro attracted various cultures involved in the fishing industries. Today, San Pedro is a melting pot of Americans who have ancestral ties to Spain, Italy, Croatia, Greece, Portugal, Norway, Japan, Korea, and Mexico, among others.

The Croatian Cultural Center of Greater Los Angeles is a facility of the City of Los Angeles Department of Cultural Affairs.

For more information, please visit [www.spiffest.org](http://www.spiffest.org)



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**About the City of Los Angeles Department of Cultural Affairs (DCA)**

The **Department of Cultural Affairs (DCA)** generates and supports high quality arts and cultural experiences for Los Angeles' 4 million residents and 26 million annual visitors. DCA advances the social and economic impact of the arts and ensures access to diverse and enriching cultural activities through: grant making, marketing, public art, community arts programming, arts education, and building partnerships with artists and arts and cultural organizations in neighborhoods throughout the City of Los Angeles.

DCA's operating budget and managed portfolio totaled \$38.2 million in fiscal year 2010/11. It consisted of: \$9.5 million in funds from the Public Works Improvements Arts Program (PWIAP); \$8.9 million in City related and indirect cost allocations; \$8.7 million from the Private Arts Development Fee Program (ADF); \$7.7 million in Transient Occupancy Tax funds; and over \$3.4 million in private and public funds raised from foundation, corporate, government, and individual donors.

DCA significantly supports artists and cultural projects through its Public Art Division by administering a portfolio totaling \$18.2 million in PWIAP and ADF funds in FY10/11. DCA's Marketing and Development Division has raised over \$18.5 million since FY07/08 to re-grant to LA-based artists and arts and cultural organizations for special grant initiatives and to support DCA's special programming and facilities. DCA also grants approximately \$2.2 million annually to over 280 artists and nonprofit arts and cultural organizations through its long-established Grants Administration Division.

DCA provides arts and cultural programming through its Community Arts Division, managing numerous neighborhood arts and cultural centers, theaters, historic sites, and educational initiatives. DCA's Marketing and Development Division also markets the City's arts and cultural events through development and collaboration with strategic partners, design and production of creative catalogs, publications, and promotional materials, and management of the [culturela.org](http://culturela.org) website visited by over 3 million people annually.

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