

## 2nd Soho International Film Festival

Written by NYPCG

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The Philippine Consulate General hosted a welcome reception for the Philippine participants to the 2nd Soho International Film Festival in New York City, 15 – 21 April 2011. The event on 18 April was held at the Philippine Center. It was attended by participating filmmakers, directors, actresses, writers and producers. Members of the Filipino community were also present.

Founded by Fil-Am Jorge Ballos, the Soho International Film Festival went into its 2nd year with 21 participating feature films and documentaries and 31 short films from the USA, Canada, South Korea, Philippines, Germany, Italy, Czech Republic, United Kingdom, Australia and others.

Participating independent films from the Philippines were "Mountain Thief", directed by Fil-Am Gerry Balasta, "Ganap na Babae" , directed by Rica Arevalo, Eileen Ramos, Sarah Roxas and "Tarima" directed by Neal Tan.

In his brief remarks, Consul General Mario de Leon, Jr. congratulated the team of Jorge Ballos for their initiative in creating the Festival in New York City. Founder and CEO Ballos and his management team are mostly Filipino–Americans. The Advisory Board is composed of both Filipinos (like former actress Lorli Villanueva) and Americans in the film industry. The Festival has definitely become bigger on its 2nd year with entries coming from Asia, USA, Canada and Europe.

The Quad Cinema in New York City, where the Festival is being held, has been full since the 15 April opening. Awards night for the competing films will be on 22 April 2011.

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"I am especially proud that Philippine independent films are finding their way here in New York. And I am glad that the Soho Film Festival is doing its share in presenting Philippine indie films....aside from presenting other international films," said the Consul General. He also noted that movies are powerful tools in conveying messages and in showing off the best of man's creativity and talent.

The Soho International Film Festival is being supported by various entities including the NYC Mayor's Office of Film and Broadcasting. For more of the Festival, go to [www.siffnyc.net](http://www.siffnyc.net). ####