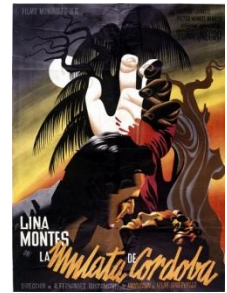
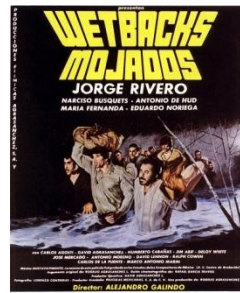




**Local Author to Present chronology of Mexican Movies in the United States, and their Impact on the History, Culture and Film Industry of South Texas.**

The RGV Film Commission and the McAllen Heritage Center will host the first Reel Series Seminars with local author, and owner of the Agrasanchez Film Archive, Rogelio Agrasanchez Jr. The Reel Series Seminars are scheduled for four consecutive Saturdays starting August, 24<sup>th</sup> at the McAllen Heritage Center. Each seminar will begin promptly at 1:00 p.m. Admission is free.

Both organizations are very excited about introducing this talented local author for the first lecture series, for Agrasanchez Jr. has done extensive research on motion pictures and the identity of Mexicans and Mexican-Americans in the United States. Agrasanchez Jr. believes that these films are a multifaceted expression of culture that can be perceived as art, an educational instrument, a propagandistic tool, and a promoter of values, entertainment and more. He has authored several books such as *Mexican Movies in the United States: A History of Films, Theaters and Audiences 1920-1960*, *Beauties of the Mexican Cinema*, *Mexican Horror Cinema*, and his latest *Viaje Redondo: El Cine Mudo Mexicano en los Estados Unidos*, among others. All of his books are available in English and Spanish. Agrasanchez Jr. will be signing his books after each seminar.



Series #1: Silent Mexican Cinema in the United States. 1900-1930

Series #2 : Golden Age of Mexican Cinema in South Texas. 1920-1960

Series #3 : Mexican Producers; shooting Mexican Movies in the RGV. 1970s & 1980s

Series #4: Golden Age of Mexican Movie Posters: The Spanish Exiled Artists. 1936-56

"These seminars are an exciting way to educate the attendees to the rich history of Mexican films, and to explore how those films may have influenced our lives in the Valley," said Nancy Millar Director of the McAllen Convention & Visitors Bureau, member of the RGV Film Commission. The Rio Grande Valley Film Commission is a young organization that seeks to support a vital environment that will create new jobs, and increase the economic vitality of the region through a profitable film industry. This is accomplished by positioning the region to attract and assist studio and independent film makers.

The film commission seeks to unite the region's film and creative industry representatives with the goal of helping with film, television, animation, and commercial projects, while simultaneously promoting our geographic location. The RGV Film Commission is sustained by its members. Current members include the McAllen CVB, the Mission, Alamo, Hidalgo and Edinburg Chambers of Commerce, and the Harlingen CVB. The organization is seeking for more members among the local and creative industry of the Rio Grande Valley as well as Chambers, CVBs and area economic development organizations.

The mission of the McAllen Heritage Center (MHC) is to provide a place to exhibit and to assist in the preservation of sites, works of art, documents, papers, pictures, records and writings of historical, traditional or cultural value.

"The McAllen Heritage Center not only works hard to preserve and educate our community about McAllen's history, but we are also committed to seeking ways to enhance our culture. We are very pleased to be co-hosting this series of events at the museum in downtown McAllen, and encourage everyone to attend", said Elva M. Cerda, MHC Managing Director who is getting ready to welcome a good crowd this month.

"The golden age cinema seminars will be a fascinating reminder of the South Texas heritage with the close ties to Mexico that many remember and others will be enthralled to learn about through these series" said Nedra Kinerk, MHC Board President. Plan to attend all four Reel Series Seminars. It will be an enlightening experience.

For information about Rogelio Agrasanchez Jr. please visit [www.mexfilmarchive.com](http://www.mexfilmarchive.com)