



October 12, 2010

Kirk Whisler

NALIP Board Member launches first Latino Books into Movies Awards at 2010 LA Latino Book and Family Festival



The Latino Books into Movies Awards were held during the 2010 Evening With The Authors at the Golden Eagle Ballroom, California State University, Los Angeles, on October 9 as part of the 2010 Los Angeles Latino Book & Family Festival.

The judges included a wide variety of entertainment industry professionals including producers, directors, screenwriters, marketing professionals, and film financiers. The judges were Carla Aragon, Kevin Bender, Benjamin Esparza, Paul Espinosa, Evelina Fernandez, Jackie Gil, Marcos Gonzalez, Danny Haro, Bel Hernandez, Dave Mendez, Luis Orozco, Gabriel Reyes, Baldemar

Rodriguez, Carlina Rodriguez, Jose Luis Valenzuela, and Margarita de la Vega-Hurtado. NALIP Board Member Kirk Whisler and Jim Sullivan oversaw the awards process.

The awards are designed to help change the way Hollywood views Latinos and were awarded by Edward James Olmos, Dennis Hernandez, and Kirk Whisler.



In the movie category of **Action & Adventure** First Place went to **America Libre by Raul Ramos y Sanchez**, Grand Central Publishing, Hachette Book Group. A real favorite with the judges. One stated, "I would really like to see this book as a movie. I liked this book a lot and think that it can definitely be a movie with many interesting characters and conflicts. Very thought provoking and in many ways educational." Second Place went to **Piloto, Migrant Worker to Jet Pilot by Henry Cervantes**,

Hellgate Press/PSI Research. Judges stated they would like to see Jesse Garcia or Esai Morales in the lead. Honorable Mentions went to **Mr. Clean & the Barrio** by David Bueno-Hill, Urbano Books and **True Tales from Another Mexico** by Sam Quinones, University of New Mexico Press.

In the movie category of **Animation** First Place went to **There's a Coqui in My Shoe!** by **Marisa de Jesus Paolicelli**, Chi Chi Rodriguez Books. The judges suggested Jose Feliciano and Rita Moreno as voices for this movie.

In the movie category of **Comedy** First Place went to **Hungry Woman in Paris** by **Josefina Lopez**, Grand Central Publishing, Hachette Book Group. The judges suggested America Ferrera or Eva Mendes as the lead.

In the movie category of **Documentary** First Place went to **Day of the Dead: A Passion for Life** by **Mary J. Andrade**, La Oferta Publishing Company. This book was favored by all judges - including one

producer that said she'd love to film this project. Second Place went to Aim High Extraordinary Stories of Hispanic & Latina Women by Laura Contreras-Rowe, Laura Contreras Rowe Inc.

In the movie category of **Drama** First Place went to **Across a hundred mountains by Reyna Grande**, Atria Books, Simon & Schuster. One of the judges stated, "Across a hundred mountains is a compelling, must see story that would make for a perfect movie." Another stated they could see Selena Gomez in the lead. Second Place went to **Homeboy's Soul: Pride, Terror & Street Justice in America** by Don Armito and Fred Stawitz, Publish America.

In the movie category of **Kids & Family** First Place went to **Meant to Be: The Right Place, The Right Time by Rutino Lara**, Tate Publishing. One judge said that A. Martinez would be good in the role of Tino. Another stated, "This book could definitely be a movie. Lots of interesting parts and it is inspiring." Second Place went to **Soccer's Story & A Futbol Fable** by Gil Sperry, Amigo del Mar Press.

In the movie category of **Romantic Comedy** First Place went to **The Heartbreak Pill by Anjanette Delgado**, Atria Books, Simon & Schuster. Second Place went to **Operation Familia** by Donna Del Oro, Floricanto Press.

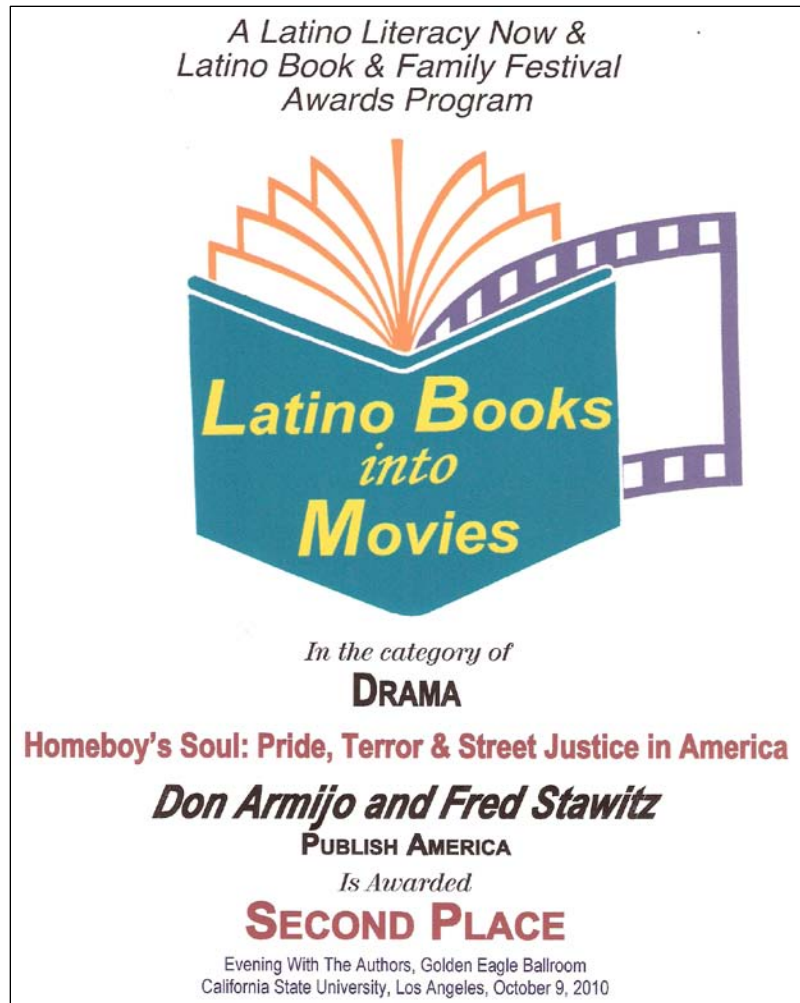
In the movie category of **Suspense or Mystery** First Place went to **The Case Runner by Carlos Cisneros**, Arte Publico

Press. One judge saw Jacob Vargas in the role of Alex. Another judge stated, "John Grisham movies have done well, no reason this shouldn't if it is done the right way. Plus the setting of South Texas and the cultural bent would make it interesting."

The 2010 Los Angeles Latino Book & Family Festival with 56 seminars, 52 entertainment presentations and over 180 Latino authors was a success with the many attendees both days.

The Latino Books into Movies Awards is a Latino Literacy Now & Latino Book & Family Festival Awards Program. Latino Literacy Now is a 501(c)3 program that operates the Latino Book & Family Festivals in Los Angeles, Chicago and Houston, as well as the International Latino Book Awards. The organization is founded upon increasing reading, education and financial literacy amongst Latinos as well as empowering authors in different mediums.

The photos are by Patrick Ben Oviedo, Jr. and the Festival logo was created by Ignacio Gomez.



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