



SAN DIEGO
INTERNATIONAL
FILM FESTIVAL

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Jose Cuervo®, the official tequila of the **San Diego International Film Festival** kicks off their new documentary film series at the festival with *Día De Muertos: Lake Pátzcuaro*

VIP Lounges at the San Diego International Film Festival to feature craft cocktails made with Cuervo Tradicional®

SAN DIEGO (October 16, 2019) — Jose Cuervo Tradicional® — the original 100% agave tequila — announces the launch of a new film series, designed to tell the multi-faceted and authentic story of *Día De Muertos* (English: Day of the Dead). Each year, Cuervo Tradicional will capture different traditions around Mexico — sharing storied Día De Muertos moments from different Mexican filmmakers. The inaugural documentary, *Día De Muertos: Lake Pátzcuaro* directed by Mónica Álvarez and produced by Paola Villanueva premieres during the **San Diego International Film Festival** as part of the **Decisive Moments** shorts. Director Mónica Álvarez and producer Paola Villanueva will also speak on the [Unstoppable Women Panel](#) where patrons hear from female filmmakers who are shattering stereotypes while making a unique mark in the film and entertainment industry. The San Diego International Film Festival runs through October 20th. www.sdfilmfest.com

See the Film

Día De Muertos: Lake Pátzcuaro has two screenings during the festival in the **DECISIVE MOMENTS** track

October 17th, 5:00pm - 6:30pm, Theatre Box Downtown

October 19th, 11am - 12:35pm, Arclight, UTC [PURCHASE TICKETS](#)

In *Día De Muertos: Lake Pátzcuaro*, director Mónica Álvarez, creator of the award-winning film *Bosque de Neibla* (2017) and producer Paola Villanueva, the noted co-producer of the film *Agave: The Spirit of a Nation* (2018), unveil an intimate look into the story of Lake Pátzcuaro, a town located in Michoacán and known for its vibrant Día De Muertos festivities. The film showcases the festival through the lens of four key narratives: the harvesting of the marigold flowers, the preparation of the traditional *pan de muerto* (English: bread of the dead), conversations with fishermen who guide spirits home, and *Noche de Muertos* (English: Night of the Dead) — the local community's holiday festival at Isla de Janitzio, where the all-night festivities include offerings to honor the dead.

Participate in The Unstoppable Women Panel

Saturday, Oct 19th 12:30pm, Pendry San Diego [Tickets Available](#)

Hear from female filmmakers who are shattering stereotypes while making a unique mark in the film and entertainment industry

Moderator: **Tonya Mantooth** (San Diego Intl Film Festival CEO & Artistic Director)

Panelists:

Monica Alvarez (Director of *Cuervo Tradicional's Día De Muertos: Lake Pátzcuaro*)

Betsy Chasse (Award winning Filmmaker- Best Selling Author)

Kate Malony (Creator & Producer, *WeRiseUP The Movie*)

Paola Villanueva (Producer of *Cuervo Tradicional's Día De Muertos: Lake Pátzcuaro*)

[Enjoy Jose Cuervo Tradicional®](#)

Make your way to the *VIP Lounges throughout the San Diego International Film Festival to enjoy craft cocktails made with Jose Cuervo Tradicional®*

About Jose Cuervo®: Jose Cuervo® is a Mexican family-owned brand since 1795 and the largest producer of tequila throughout Mexico and around the world. Utilizing craftsmanship handed down through 10 generations of the Cuervo family, the Jose Cuervo portfolio of tequilas includes Jose Cuervo Especial®, the world's best-selling tequila, Jose Cuervo Tradicional®, the original 100% agave tequila, Jose Cuervo® Reserva de la Familia®, Jose Cuervo Golden Margarita®, Authentic Jose Cuervo Margaritas® and Jose Cuervo Margarita Mix®. For more information, visit www.cuervo.com.

About the San Diego International Film Festival:

The San Diego International Film Festival is the region's premier film event and one of the leading stops on the independent festival circuit. SDIFF offers a totally unique film experience; including world premieres, never before seen studio releases, the best in independent filmmaking and a full schedule of glamorous parties and intimate events with filmmakers. Join us Oct 15-20, 2019.

About the San Diego Film Foundation:

CREATING EMPATHY IN A COMPLEX WORLD....

The San Diego Film Foundation is dedicated to creating empathy through the experience of film. We believe that film can be transformative and we are bound together through human connection. Our mission is to use the experience of film to explore issues of global impact, to create dialog, and ultimately to develop empathy and understanding in an increasingly diverse and complex world.

A 501c.3. the San Diego Film Foundation brings the finest independent cinematic storytelling from around the world to San Diego each year. We present films that make a difference through a robust variety of events and programs *including:*

- The San Diego International Film Festival (October 15-20, 2019)
- FOCUS on Impact Film Tour for high school students (Fall & Spring 2019/2020)
- Film Insider Screenings (Feb-July, 2020)