

Other MACEF Initiatives...

The Mexican-American Cultural Education Foundation is a non-profit 501(c)(3) organization with a mission to challenge and rectify distorted, false, and offensive narratives through education!

The MACEF Tuition Scholarship

The MACEF Tuition Scholarship offers funding to our partner schools, including four \$5,000 scholarships for UCLA TFT, totaling \$20,000

MACEF Filmmaker Mentorship Program

This program provides up-and-coming Mexican-American filmmakers and film students an opportunity to meet highly acclaimed and experienced filmmakers, role models, and mentors, accelerating their professional growth and fostering community.

Mexican-American History Makers Interviews

Mexican-American History Makers Interviews" honor individuals who have made significant contributions to society, in partnership with La Plaza De Cultura Museum.

MACEF Filmmakers Production Grant

The MACEF Filmmakers Production Grant is designed to fund the creation of proof-of-concept short films featuring compelling stories. In 2023, three winners were awarded \$5,000 each, totaling \$15,000.

Gerardo Maravilla

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Anna Reynoso

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Enrique Cruz Torres

Dr. Ruiz.com
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The Masters Workshop

MACEF's Masters Workshop Series offers ten filmmakers mentorship from industry experts to develop high-quality projects and sustainable careers.

 @MexamCEF

 @MexicanAmericancef

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CHANGING THE NARRATIVE

MAFTF is more than just the premier festival representing the 40 million Americans of Mexican descent; it's a two-day celebration of our culture and artists. It's where Mexican-American and Latino film & television makers come together to interact, collaborate, network, and find like-minded partners. It's a platform where industry leaders connect with authentic storytellers

www.MexAMcef.org

MAFTF 2024
Festival Board



Dr. Jose Luis Ruiz
 Festival Director & President MACEF
 Author, Researcher, Activist, Cosmetic Dentist



Jerry Velasco
 Chair of Judging
 Actor, Producer,
 Councilman,
 Activist



Bel Hernandez
 MACEF Advisory
 Board Member,
 Publisher, Producer,
 Program Director



Michaela Ruiz
 Festival
 Communications
 and Talent
 Coordinator



Alfredo Widman
 "Illustrious Awards" Producer



Luis Fernandez
 MACEF Executive Director

Festival Judges

Jerry Velasco – Actor, Producer, Councilman, Activist

Robert Ruiz – MACEF Secretary

Mike Gomez – Actor, Producer, Activist. Commission

Dr. Jose-Luis Ruiz – MACEF President,
 Producer/Director, Author, Cosmetic Dentist

Enrique Castillo – Actor/Director

Sid DeLa Cruz –Composer

Robert Diaz LeRoy – Writer & Director

Honorable Presenters

Diana Luna - Executive Director NALIP

Alex Nogales - Co-Founder NHMC

Jerry Velasco - Actor, Los Angeles County Commissioner

Michael Kelly - VP of Impact, Participant Media

Frank Rodriguez - General Sales Manager, Amazon/MGM

Fernanda Kelly - Actress, Emmy Award-winning Television

Karla Diaz Sayles - Deputy Director, California Film Commission

Carolyn & Jean Luc DeFanti - Producers

Enrique Castillo - Actor, Producer, Director

Paul Rodriguez - Actor & Producer

Ana Valdez - CEO, Latino Donor Collaborative

Jesus Trevino - Director & Author

Brian Kite - Dean UCLA Theater Film & Television School

Rick Telles - Producer

Moctesuma Esparza - Producer & Activist

MAFTF 2024
ILLUSTRIOUS AWARDS



Sunday, April 21st at 7:00 pm

Red Carpet 5:00 pm

Awards Ceremony 6:00 pm

After Party & Cocktails 7:30 pm

BEST DIRECTOR | BEST MALE ACTOR
 BEST FILM | BEST FEMALE ACTRESS
 BEST SHORT FILM | BEST SCREENPLAY FOR FILM
 BEST TV SHOW | BEST SCREENPLAY FOR TV SHOW

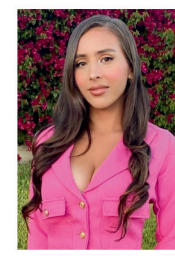
Your Honorable Hosts



Vera Jimenez
 Meteorologist
 KTLA Channel 5 News



Mike Gomez
 Actor
 Los Angeles County Commissioner



Kiarybel Lara
 Actress
 Social media Influencer



MAFTF 2024

Major Sponsors

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Ruiz/Elevamos Films

MAFTF 2024

Major Sponsors

As a proud sponsor of the MAFTF
Vasquez + Company applauds:

Josefina Lopez
Patricia Rigger
Bel Hernandez
Yvette Merino

Thank you for your outstanding
contributions in improving the
portrayal of Mexican-Americans
and Latinos in the media!

Vasquez + Company LLP is a CPA and
business advisory firm based in Los Angeles.



www.vasquez.cpa

UCLA

School of Theater,
Film & Television

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VIVA
LA
MUJER!

MAFTF 2024
**Honoring
Mexican-
American /
Chicana
Filmmakers**



MACEF'S TRAILBLAZING IN DIRECTING EXCELLENCE
We will honor Director, Patricia Riggen.



THE PRESIDENT'S EXEMPLAR AWARD
We will honor Film Producer and Oscar winner, Yvett Merino.



THE LIFETIME ACHIEVEMENT AWARD
The Lifetime Achievement Award will be awarded to Bel Hernandez for her contribution to improving the image of Mexican-Americans and Latinos in the media.



MACEF'S TRAILBLAZING IN WRITING AWARD
We will honor playwright, Josefina Lopez.



MACEF'S PIONEERING IN FILM AWARD
We will honor filmmaker Esperanza Esparza

MAFTF 2024
**Retrospective
Screening**



Single mother Rosario (Kate del Castillo) leaves her young son Carlitos (Adrian Alonso) in the care of his grandmother and illegally crosses the border into the U.S. Though she hopes to eventually make a better life for herself and her son, she toils in a dead-end job as a cleaning lady in Los Angeles. When Carlitos' grandmother passes away some years later, the boy begins a difficult and dangerous journey to join her.

Sunday, April 21st, 2024

3:00- 4:50 PM Block

MAFTF 2024

Screening Schedule

Saturday, April 20th, 2024

11:00 AM - 1:00 PM

- Father Time
- Canta Santiago
- We Can't Breath
- ASI ES LA VIDA
- In Wonderland
- Shura
- Meet Los Parents

1:10 PM - 3:35 PM

- Estela, Is It You?
- Taco Mafia
- Razon De Ser: Luis C Garza
- El Ronco
- The Latina Book Club

3:35 PM - 5:40 PM

- You, Me & Her
- I Just Wish You Told Me

5:40 PM - 7:30 PM

- Taxi
- Physical Therapy
- We Missed You
- Kiddo
- The Kill Floor

7:30 PM - 9:30 PM

- All The Words but The One
(MACEF Grant Recipient) (Adult Content)
- Moe

MAFTF 2024

Screening Schedule

Sunday, April 21st, 2024

11:00 AM - 1:00 PM

- Divorce Bait (Adult Content)
- Death In Training

1:10 PM - 3:00 PM

- The Unbroken Sky
- Exit Fee
- El Piasa
- The First Cowboy
- El Tesoro

3:00 PM - 4:49 PM

- Agueda Martines
- Under The Same Moon + Q&A to follow

5:00 - 6:00 PM - Red Carpet

**6:00 - 7:30 PM - Illustrious
Awards!**

**7:30 - 9:00 PM After Party,
Music, Drinks & Food**

