

DishLATINO Sponsors HOLA MEXICO Film Festival, Celebrates Mexican Community and Culture

The largest Mexican film festival in the world celebrates its fifth year anniversary

LOS ANGELES--The 2013 HOLA MEXICO Film Festival, presented by DishLATINO, kicks off with exclusive screenings from May 16th through May 21st at the Regal Cinemas at L.A. LIVE. More than forty directors, actors and producers will be in attendance to conduct film introductions and post-screening question and answer sessions.

"DishLATINO strives to bring unique, relevant cultural content for Latinos across the country," said Alfredo Rodriguez, vice president of marketing, DishLATINO. "DishLATINO is proud to sponsor the HOLA MEXICO Film Festival and highlight Mexico's rising stars and cultural ambassadors."

The Festival is open to the general public and welcomes nearly 25,000 attendees throughout the event. Closing Night of the Festival occurs on May 22nd at LA Plaza de Cultura Y Artes with a screening of the documentary *Celso Piña: The Accordion Rebel*. The screening will be followed by a concert from *Piña*.

"DishLATINO is a key partner in sharing the narrative of passionate people," said HOLA MEXICO Film Festival founder, Samuel Douek. "The Festival could not have happened without their generous support."

Starting May 22, DishLATINO will also show off its latest DishLATINO iPad promotion at the HOLA MEXICO Film Festival. DishLATINO will offer new subscribers the choice of an Apple iPad 2 instead of first year programming discounts for customers who sign up for the Hopper with Sling® Whole-Home HD DVR and a qualified programming package.

For complete schedule and ticket information visit: <http://www.holamexicofest.com>.

Follow HOLA MEXICO Film Festival on Facebook at: www.facebook.com/holamexicoff and on Twitter: @HolaMexicoFF.

About DISH

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