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PRESS RELEASE

JACKSONVILLE ASIAN AMERICAN ALLIANCE (JAAA) PRESENTS THE ASIAN EPIC MOVIE "HERO" IN CELEBRATION OF ASIAN PACIFIC AMERICAN HERITAGE MONTH

Jacksonville, FL, May 4, 2007 – The **Jacksonville Asian American Alliance** presents the Asian epic movie starring Jet Li "**Hero**" in celebration of Asian Pacific American Heritage Month on Sunday, May 13, 2007 from 1:00 pm to 4:00 pm at the San Marco Theater at 1996 San Marco Boulevard. Lunch will be served at 1:00 pm, and the film will be shown at 2:00 pm.

Tickets are \$10 each and include box lunch and drink. You may purchase tickets online at www.jaxaaa.org or call (904) 318-0825. Proceeds from this event benefit the Jacksonville Asian American Alliance Scholarship Fund. JAAA will award recipients of this year's scholarships prior to the film presentation. Recipients are high school senior students planning to pursue a traditional baccalaureate degree at an accredited four-year college or university in the U.S. this year selected from a pool of Asian and non-Asian students.

Asian Pacific American Heritage Month has been commemorated annually since 1978. In May 1990, the month of May was designated as Asian Pacific American Heritage Month to mark the immigration of the first Japanese to the United States in May 1843, and the anniversary of the completion of the transcontinental railroad in May 1869. The railroad could not have been completed without the work of Chinese immigrants. Across the country, communities celebrate Asian Pacific American Heritage Month with cultural festivals and activities.

The 2007 JAAA Presentation of the film "Hero" is proudly sponsored by local business leaders including Community First Credit Union, CSX Corporation, Humana, Prudential Financial, and SunTrust Mortgage.

The Jacksonville Asian American Alliance is a not-for-profit group that aims to provide Asian Americans in North Florida another avenue to actively participate in socio-cultural, civic and economic programs that serve the community.

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To find out more about the Jacksonville Asian American Alliance, please visit www.jaxaaa.org.