

MUSEUM OF THE MOVING IMAGE

FOR IMMEDIATE RELEASE

‘EAST WILLYB,’ THE VIBRANT AND FUNNY LATINO WEB SERIES SET IN BROOKLYN, SCREENS AT MUSEUM OF THE MOVING IMAGE

Free program includes a discussion with the show’s creators Julia Grob and Yamin Segal and cast members in person and screening of the first full season, plus the premiere of a never-shown musical episode

Part of the series *Changing the Picture*, sponsored by Time Warner, Inc.

Friday, September 27, 7:00 p.m.

Astoria, New York, September 20, 2013—The Brooklyn-based web series *East WillyB*, which premiered in 2011, was created by Julia Grob and Yamin Segal, and stars Flaco Navaja, Shirley Rumierk, Rick Gonzalez, Julia Grob and Danny Hoch. On Friday, September 27, at 7:00 p.m. Museum of the Moving Image presents a theatrical screening of the first full season of the web series, plus the premiere of a never-shown musical episode, with Grob, Segal, and cast members in person. This free event is part of the Museum’s ongoing series *Changing the Picture*, sponsored by Time Warner, Inc., that celebrates and explores the work of film and television artists of color who are bringing diverse voices to the screen.

Set in Bushwick, Brooklyn, *East WillyB* follows Willie Jr. (Flaco Navaja), who owns a Latino bar that’s seen better days, and his friends and neighbors as they navigate the gentrification of the neighborhood. As if things couldn’t get worse, Maggie (Shirley Rumierk), Willie Jr.’s ex-fiancé, has started dating Willie Jr.’s arch-nemesis, Albert (Danny Hoch), and is skillfully transforming Albert’s competing neighborhood bar into a moneymaker, as they cater to the whims of the new residents. Along with the help of his bar regulars, Willie Jr. tries to devise a solution quickly, or risks losing the two loves of his life: Maggie and his sports bar. Complete with its share of drama and comedy, *East WillyB* provides a captivating glimpse into the life of the urban American Latino community, and delivers entertainment that embraces the true diversity of Brooklyn.

The evening at the Museum opens with a screening of the first six episodes of *East WillyB* (total running time 50 minutes), followed by a discussion with the show’s creators and actors, moderated by Museum trustee and *Changing the Picture* co-

curator Warrington Hudlin. The program culminates with the premiere of the musical episode, produced with Fania Records, the New York-based record label which specializes in salsa, boogaloo, Latin Jazz, and more.

“*East WillyB* presents an authentic and sophisticated view of urban American Latino life that avoids stereotypes,” said Warrington Hudlin. “It is groundbreaking in its depiction of characters who are second and third generation American, yet with strong, and at times conflicted, ties to their parents’ more traditional culture. *East Willy B* offers a fresh voice and outlook that is indeed changing the picture of entertainment.”

About *Changing the Picture*, sponsored by Time Warner, Inc.

This ongoing series celebrates and explores the work of film and television artists of color who are bringing diverse voices to the screen. The series, which consists of screenings and discussions with directors, writers, actors, scholars, and more, includes contemporary work as well as historically significant work that has played an important role in the evolving attempt to “change the picture” and bring a wider variety of voices and visions to the moving image. Past programs include a preview screening of *Man with the Iron Fists* and discussion with director RZA; and *Making Roots: Making TV History*, a discussion with actors Ben Vereen, Lou Gossett, Jr., LeVar Burton, and Leslie Uggams, on the occasion of the 35th anniversary of the groundbreaking miniseries; and a screening of *Rebel*, a documentary about a Cuban-American woman soldier in the American Civil War, and discussion with director Maria Agui Carter; among others.

Press Contact: Tomoko Kawamoto / tkawamoto@movingimage.us / 718 777 6830

MUSEUM INFORMATION

Museum of the Moving Image (movingimage.us) advances the understanding, enjoyment, and appreciation of the art, history, technique, and technology of film, television, and digital media. In its expanded and renovated facilities—acclaimed for both its accessibility and bold design—the Museum presents exhibitions; screenings of significant works; discussion programs featuring actors, directors, craftspeople, and business leaders; and education programs which serve more than 50,000 students each year. The Museum also houses a significant collection of moving-image artifacts.

Hours: Wednesday-Thursday, 10:30 a.m. to 5:00 p.m. Friday, 10:30 to 8:00 p.m. Saturday-Sunday, 11:30 a.m. to 7:00 p.m.

Film Screenings: Friday evenings, Saturdays and Sundays, and as scheduled. Tickets for regular film screenings are included with paid Museum admission and free for members.

Museum Admission: \$12.00 for adults; \$9.00 for persons over 65 and for students with ID; \$6.00 for children ages 3-12. Children under 3 and Museum members are admitted free.

Admission to the galleries is free on Fridays, 4:00 to 8:00 p.m. Tickets for special screenings and events may be purchased in advance by phone at 718 777 6800 or online.

Location: 36-01 35 Avenue (at 37 Street) in Astoria.

Subway: M (weekdays only) or R to Steinway Street. Q (weekdays only) or N to 36 Avenue.

Program Information: Telephone: 718 777 6888; Website: movingimage.us

Membership: <http://movingimage.us/support/membership> or 718 777 6877

The Museum is housed in a building owned by the City of New York and located on the campus of Kaufman Astoria Studios. Its operations are made possible in part by public funds provided through the New York City Department of Cultural Affairs, the New York City Economic Development Corporation, the New York State Council on the Arts, the National Endowment for the Arts, the National Endowment for the Humanities, the Institute of Museum and Library Services, and the Natural Heritage Trust (administered by the New York State Office of Parks, Recreation, and Historic Preservation). The Museum also receives generous support from numerous corporations, foundations, and individuals. For more information, please visit movingimage.us.

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