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**AWARD WINNING - OSCAR CONTENDER - NATIVE FILMMAKER GIVES
ROBERT RODRIGUEZ A RUN FOR HIS MONEY**

LOS ANGELES, CA (October 16, 2015) — American Indian actor, director and humanitarian Joanelle Romero launches Native Cinema during American Film Market on November 7th: INDIGENOUS EYES FILMMAKER SHOWCASE.

American Indian images in Hollywood and the media are finally going to be heard like never before. Following Indigenous People's Day this month, Joanelle Romero and her empire is continuing the push in cementing a positive image of American Indians in film and media.

With Romero's Red Nation Television Network that reaches 10 million viewers in 37 countries as the first American Indian and Indigenous online streaming media network (launched in 2006), unlike Robert Rodriguez's El Rey network, Romero's Red Nation Television Network is the largest Native content provider in today's market for online streaming, including original programming. "The network includes Indigenous Cinema (Latino, Hispanic, Mexican) recognizing inclusivity of our Indigenous communities," states Romero. "We did not create the borders, we didn't give ourselves Spanish surnames, we need to start thinking in solidarity, inclusivity and diversity. Knowing that concept, Indigenous Peoples are the largest buying market that exists today, and always have been."

Over the last three years, Romero has been networking with AFM to bolster the relationship between the Native genre and distribution companies. Kicking off this year's 12th Red Nation Film Festival, Red Nation Films launches the first-ever Indigenous Eyes Filmmaker Showcase at the Loews Hotel Santa Monica during the American Film Market. One of the films being pitched is *Second Sunrise*: A case of plutonium brings a Navajo nightwalker (vampire) and a no-nonsense FBI agent together. While deadly shapeshifters stalk them, Lee Nez and his beautiful partner must stop the power-mad Nazi who created him. (www.secondsunrisemovie.com) Essentially, Romero's *Second Sunrise* faces off against Rodriguez's *Dusk to Dawn* this November.

"I feel that is the right time for Native women directors, producers, writers and actresses due to all the press and heightened awareness surrounding gender equality," stated Romero, "It's been 23 years since America has seen a native

woman's face on primetime TV. It is as if the networks just stopped casting, or writing roles for us since 1991. Romero was the highest paid Native actress in the 70's, 80's and 90' and was the most recognizable Native face on prime time television. Then it just came to a screeching halt!

In 1995, Romero took action, and created the longest standing American Indian Arts & Cultural Native organization in Los Angeles. It is known as a pioneer organization for its historic, ground-breaking initiatives, programs and brand. This year marks the 20th Anniversary of Romero's nonprofit American Indian organization, Red Nation Celebration Institute, which will be holding their 12th Annual Red Nation Film Festival this November 12-22, 2015, 44 Film Screenings, Conversation Series Forums, VIP Parties, Red is Green Carpet Events, Indigenous Women's Climate Change March and its third LIVE broadcast of the star-studded RNCI Red Nation Award Show on November 22nd, at the Crest Theatre, Westwood CA. See www.rednationff.com for details.

Joanelle Romero is the only American Indian Filmmaker known for being an Oscar contender as a director and producer - making the short list of the Academy in 2000 with her Award-winning film *American Holocaust: When It's All Over I'll Still Be Indian*. This is the first and only film that addresses the American Indian in the Jewish Holocaust; narrated by Ed Asner.

RELATED: Joanelle Romero starred in George Harrison's critically acclaimed feature film, *Pow Wow Highway*. Her debut as an actress was the first contemporary American Indian woman's story ever produced in film history: *A Girl Called Hatter Fox*.

RELATED: [Joanelle Romero - IMDb](#)

RELATED: "An honor and privilege to stand here at this film festival it's inarguably one of the most important film festival in this country because it allowed us to see ourselves in a manner that usually we never do and to Joanelle Romero and everyone who has made it possible for us to be here tonight I thank them from the bottom of my heart" – Edward James Olmos, Actor (RNCI Red Nation Awards 2014)

RELATED: "How others view American Indians and how we see ourselves is influenced substantially by film. Creating and depicting our own positive narratives of American Indian life and culture helps reverse generations of stereotypes, while allowing Native people to give voice to their own truths." – Cheryl Crazy Bull, President and CEO of the American Indian College Fund (RNCI Red Nation Awards 2013)

RELATED: *VARIETY* - The Romero Co. has acquired movie rights to Navajo vampire story *Second Sunrise* with Eddie Spears (*Hell on Wheels*), Sage Galesi, Balthazar Getty (*Brothers & Sisters*) and A. Martinez starring. We're also in *Variety Today*: <http://t.co/lkzwh1i8IO>