

Falling *for* Grace

Written and Directed by Fay Ann Lee

Electronic Press Kit

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A New Romantic Comedy.

For anybody who's ever
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INTRODUCTION TO *FALLING FOR GRACE*

According to *The New York Times*, the odds of getting a feature film made and distributed theatrically is about 0.3%. Among those that were lucky enough to get theatrical distribution in 2007, only 6% were directed by a woman. So what exactly does it take for an Asian American woman, facing magnified odds in a brutal industry, to write, direct, produce, star in and now distribute a film – all on her own? It takes drive, tenacity, vision, talent, and good, old-fashioned courage. The exciting thing about *Falling for Grace* is that the story behind it is just as dramatic and uplifting as the story within the film. This fresh new romantic comedy represents the hopes and achievements of not one, but two all-American underdogs: Grace Tang, its independent heroine – and of course Lee herself.

[CLICK HERE TO SEE TRAILER](#)

[CLICK HERE TO SEE 'THE JOURNEY OF
FALLING FOR GRACE' VIDEO \(7 MIN\)](#)

Lee, a Broadway actress with both Sondheim and Shakespeare credits to her name, wrote *Falling for Grace* (originally titled *East Broadway*) as a proactive response to the lack of good roles for Asian American actors. Her script placed in several prestigious competitions, such as the Chesterfield Writer's Film Project and the Nicholl Fellowship, at which point major Hollywood producers began to show interest.

But they wouldn't buy it unless she changed one thing – the main character's ethnicity (from Asian American to White or Hispanic). Feeling that this change would defeat her whole purpose in writing it, Lee decided to preserve her story by raising the production budget herself. Four years later, shooting began, with a reputable cast attracted by the strength of the screenplay. When the initial director left the project, she stepped in to complete the film. The finished movie premiered at the Tribeca Film Festival, where it was one of that year's most popular entries, selling out every showing.

But despite the film's success at Tribeca, Hollywood again asserted its belief that no one would pay to see an Asian American protagonist. Having witnessed the viewer reaction to the six festival screenings, Lee disagreed, and took on yet another role – as distributor.

She has opened the film in a diverse variety of cities outside New York and L.A. – Washington, D.C., Bryn Mawr, PA, Sedona, Lakeside, and Scottsdale, AZ, Sausalito, San Francisco, Grass Valley and Palm Springs, CA, Des Moines, IA, Vancouver, Canada, Vienna, Austria – and everywhere, the audience response has been incredible.

Falling for Grace has opened at number 1 in the last 4 theaters in its release history. Twice it reached number 1 in its Scottsdale release at Harkins Camelview 5, an 'indie' theater well-known in the industry, where it outgrossed frontrunner indie films like *The Visitor*, *Priceless* and *Young @ Heart*. It eventually played there for 7 weeks. *Grace's* box office performance has been so notable that exhibitors everywhere are hearing and spreading the buzz, and now Lee receives invitations from around the country and the world to open her film in their theaters.

Audiences everywhere thank Lee for making such a feel-good, classic-style romantic comedy. They describe not only "falling" for *Grace*, but relating to her as well. Contrary to Hollywood's predictions, they cite the Chinese family as one of the main reasons they love the film – they say the Tangs' dynamics evoke the experience of almost every American home. They laugh, cry, and applaud at the end. They tell Lee they have been inspired and moved by her heroine's struggle for self-acceptance, as well as by Lee's vision and perseverance.

Thank you very much for your interest in *Falling for Grace*. For more about the film itself, this press kit includes information about the cast/crew, story synopsis, release history, and critical reception. For more about the back story, please see the 7-minute video called '[The Journey of *Falling for Grace*](#)', which includes media clips and audience testimonials.

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SYNOPSIS



Grace Tang is an ambitious, hard working, upwardly mobile banker determined to work her way up the ladder of life and out of working-class Chinatown. She seems to have done exactly that with an Associate position at a top notch Wall Street investment bank. But more than anything, Grace yearns to be part of Manhattan's Upper East Side socialite world.

When Grace finally receives that elusive invitation to the Opera's prestigious Junior Committee meet & greet, she is prepared to shine. What she isn't prepared for, however, is being mistaken as "the Grace Tang" of the Shanghai Tangs, the heiress of a famous Hong Kong fashion dynasty. But before Grace can correct the situation, she is introduced to Andrew Barrington, Jr., one of the most eligible bachelors of New York City and she decides to run with her new identity.

What follows is a whirlwind ride of romance and white lies, where we are offered a glance into the greed and pressures of Wall Street and the human side of Chinatown - two worlds which unknowingly interconnect and affect one another. When Grace and Andrew's worlds finally collide, through humor, romance, heartbreak and forgiveness, Grace ultimately learns to accept herself for who she is.



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DIRECTOR'S STATEMENT

I grew up watching and loving classic American romantic comedies: *Working Girl*, *Pretty Woman*, *The Truth About Cats and Dogs*. I identified with Tess McGill, Vivian Ward and Abby Barnes, all underdogs trying to find acceptance in a world where they don't quite fit in. It wasn't until later I realized that all my life, I had identified with non-Asian characters in these classic American stories. There were simply no Asian American Tess McGills in our cinematic catalogue that I can think of. So, when I decided to pen my first screenplay, I wanted to create the Asian "Tess."



When I first came up with the story of *Falling for Grace*, I didn't realize that what drove the plot of the film (Grace, our main character, wanting to be part of elite New York society) came from an event that happened to me at age 8, when I was singled out and shunned at a birthday party by a clique of girls who thought I was not good enough or wealthy enough to be one of "them." I ended up by myself on the first floor of the penthouse apartment, while the rich girls all played on the top floor. Perhaps this is why I have always been more conscious about class rather than racial differences. I was always very proud of being Chinese but never thought I was of the right "breed." It's amazing how a single event from childhood can inform and color the rest of one's life.

In telling Grace's story, I knew that New York Chinatown would be the perfect backdrop. Chinatown is a fascinating subculture of Manhattan. A Chinese immigrant can literally plant him/herself in Chinatown and live the rest of one's life within a one square mile radius without ever needing to speak English. I wanted to examine what that could mean to a character like Grace who aspires beyond the confines of her own community and, on top of that, is continually influenced by pop culture and images created by the media and Hollywood.

In order to tell Grace's story convincingly, I needed to make sure that her family were all fluent Cantonese speakers, still the predominant dialect in New York Chinatown. Nothing bothers me more than seeing a Chinese family on screen speak different dialects or with a bad accent when they shouldn't. I lucked out with a great cast - Clem Cheung ("Ba") and Elizabeth Sung ("Ma") are both originally from Hong Kong. Ken Leung ("Ming") grew up in New York Chinatown and spoke Cantonese with his parents. They were the perfect family for Grace.

One of the major challenges I found as the writer, and then the director, was how to approach the role of Andrew. Being neither white nor male, I found myself writing a part that was more stereotypical than I had hoped. When Gale Harold was cast as Andrew, I started to re-shape the role for him. Gale's honest delivery made Andrew a far more complex and interesting individual and therefore, far more real. Through Gale's performance, we see that life for a rich, famous bachelor isn't perfect either - and can be, in fact, quite painful at times. As perfect as Gale may appear, he captures Andrew's flaws masterfully: his struggle to find happiness within his own world and stay true to himself.

Many, if not most, might point out that *Falling for Grace* sticks to that romantic comedy formula of boy meets girl, boy loses girl, and boy gets girl. What was extremely important to me, however, was that boy certainly cannot "save" girl, as in the traditional Cinderella convention. As an independent Asian American woman, I wanted to take the opportunity with my romantic comedy to debunk a few myths: that Asian women need saving from White Knights, that Asian men are geeks and uncool, that Asian American characters in film (with the exception of action flicks) can only handle supporting roles.

When all is said and done, I believe that *Falling for Grace* is an exploration of a universal struggle of self-acceptance. Whether you're a handsome, wealthy man from a famous family or a little girl from working class Chinatown, accepting who you are is the first challenging step to achieving fulfillment and true happiness. I hope you all enjoy my little homage to the classic American romantic comedy.

Fay Ann Lee

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CAST

(click cast member's name to link to their full resume on IMDB)



Gale Harold (Andrew)

Film: *Fathers and Sons, The Unseen, Rhinoceros Eyes, Particles of Truth, Life on the Ledge, Wake, Passenger Side* (2008). **TV:** *Deadwood, The Unit, Law & Order: SVU, Queer As Folk, Vanished, Grey's Anatomy, Desperate Housewives.*



Clem Cheung (Ba)

Film: *A Beautiful Mind, My Super Ex-Girlfriend, A Crime, Michael Clayton, The Good Guy* (2009), *What Happens in Vegas.* **TV:** *Law & Order: SVU, Hope and Faith, Whoopi, Third Watch, Ni Hao Kai Lan.*



Fay Ann Lee (Grace)

Theater: *Miss Saigon* (Broadway), *Into the Woods* (International), *Joy Luck Club* (New York Premiere). **TV:** *All My Children, One Life To Live, The Dana Carvey Show, Law & Order, L&O: Criminal Intent, Third Watch.*



Elizabeth Sung (Ma)

Film: *The Joy Luck Club, Memoirs of a Geisha, Lethal Weapon 4.* **TV:** *The Young and the Restless, Desperate Housewives, House M.D., Studio 60 on The Sunset Strip, The Sopranos, NYPD Blue, ER, Charmed.*



Ken Leung (Ming)

Film: *X-Men 3, Inside Man, The Squid and the Whale, Rush Hour, Keeping The Faith, Saw, Red Dragon, Spy Game, Artificial Intelligence: AI.* **TV:** *The Sopranos, Lost, Oz, Law & Order.*



Ato Essandoh (Jamal)

Film: *Blood Diamond, Prime, Hitch, Saving Face, Garden State, Roger Dodger, Nights in Rodanthe.* **TV:** *Line of Fire, Law & Order, Chappelle's Show, Third Watch.*



Margaret Cho (Janie)

Film: *I'm the One That I Want, Notorious C.H.O., Revolution, State of Emergency, Bam Bam and Celeste, Face/Off, Two Sisters* (2008). **TV:** *All-American Girl, Sex and the City, The Cho Show.*



Lewis Black (Talk Show Host)

Film: *Unaccompanied Minors, Farce of the Penguins, Man of the Year, Jacob's Ladder, Hannah and Her Sisters, Accepted.* **TV:** *Lewis Black: Red, White, Screwed Black on Broadway, Law & Order, Homicide, The Daily Show, Harvey Birdman: Attorney at Law.* Lewis is a Grammy Award winning comedian.



Roger Rees (Andrew Sr.)

Film: *The New World, The Pink Panther, Frida, The Emperor's Club, The Story of a Mother* (2008), *The Invasion, The Prestige, Robin Hood: Men in Tights, A Midsummer Night's Dream.* **TV:** *The West Wing, Boston Common, Cheers, Grey's Anatomy, Oz, My So-Called Life.*



Stephanie March (Kay)

Film: *This Side of the Truth* (2009), *The Treatment, Mr. & Mrs. Smith, Head of State.* **TV:** *Law & Order: SVU, 30 Rock, Conviction, Death of a Salesman, Early Edition, Grey's Anatomy.*



Christine Baranski (Bree)

Film: *Mamma Mia!, Chicago, How The Grinch Stole Christmas, Bowfinger, Bulworth, Welcome To Mooseport, 9 1/2 Weeks, Cruel Intentions, Bonneville, The Birdcage, Addams Family Values, The House of Blue Leaves.* **TV:** *Cybill, Frasier, 3rd Rock from the Sun.*

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CREW

(click crew member's name to link to their full resume on IMDB)

Fay Ann Lee (Writer, Director, Producer)

Falling for Grace is Lee's debut film as a writer, director, and producer. The original screenplay for *Falling for Grace* (then titled *East Broadway*) was a quarterfinalist for the Nicholl Fellowship, a semifinalist in the Chesterfield Writer's Film Project, and placed in the top 3 at the Asian American International Film Festival.

Karen Rousso (Writer)

Theater: *Rapunzel* (New York International Fringe), *Life Goes On Up to a Point*. Film: *Daisy Lane*.

Michelle Botticelli (Editor, Producer)

Layin' Low, *The Grey Zone*, *The Lost Cause*, *Greta* (2008), *Addicted to Love*, *Return to Paradise*, *Practical Magic*, *Small Time Crooks*, *O*, *Bernard and Doris*

Susan Batson (Producer)

Barnone, *Real with Me*, *A Raisin in the Sun* (2008), *The Fifth Beatle* (2008), *Protecting Jimmy Leone* (2008)

Carl Rumbaugh (Producer)

Real with Me, *A Raisin in the Sun* (2008), *The Fifth Beatle* (2008)

Stephanie Wang (Producer)

The Accidental Messiah, *The Road to Redemption*

Mark L. Pederson (Associate Producer)

Salvage, *Kettle of Fish*, *W Delta Z*, *Rockaway*, *Frozen River*

Aldey Sanchez (Associate Producer)

Salvage, *Kettle of Fish*, *W Delta Z*, *Rockaway*, *Frozen River*

Luke Geissbuhler (Director of Photography)

Borat, *America's Next Top Model*, *Charlie Haden* (2008), *The Speed of Thought* (2008), *Get Smart's Bruce and Lloyd Out of Control* (2008), *The Suite with Dave Karger*, *Alchemy*, *Last Party 2000*

Toshiaki Ozawa (Director of Photography)

The Papp Project, *New Jersey Turnpikes*, *On_Line*, *New York Stories*, *Matthew Barney: No Restraint*

Eloise Crane Stammerjohn (Production Designer)

Nothing But the Truth (2008), *Line of Fire*, *Commander in Chief*, *Farewell to Harry*, *I'm Paige Wilson*

Andrew Hollander (Composer)

Waitress, *Serious Moonlight* (2009), *Gray Matters*, *I'll Take You There*, *All Saints Day*, *Wrestling with Alligators*, *Standard Time*

Lynn Falconer (Costume Designer)

Nothing But the Truth (2008), *Duane Hopwood*, *Last Laugh*, *Temptation*, *Home Sweet Hoboken*, *Shelter Island*, *The Alphabet Killer*

Nina Schelich (Costume Designer)

Nick and Norah's Infinite Playlist (2008), *The Secret Life of Bees* (2008), *Home* (2008), *The Narrows* (2008), *If I Didn't Care*, *God's Beach*

Billy Hopkins (Casting Director)

The Wrestler, *Pineapple Express*, *The Visitor*, *Peter Pan*, *The Station Agent*, *Unfaithful*, *Monster's Ball*, *Chocolat*, *American Psycho*, *Any Given Sunday*, *Sex and the City*, *Boys Don't Cry*, *Good Will Hunting*, *Speed*, *Keep Coming Back* (2008), *Brief Interviews with Hideous Men* (2008)

Paul Schnee (Casting Director)

Everybody's Fine (2009), *The Boynton Beach Bereavement Club*, *Chicago 10*, *New York*, *I Love You*, *Proof*, *Snow Angels*, *Redacted*, *Teeth*

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WHAT CRITICS ARE SAYING...

(to find out what audiences are saying, see 'The Journey of *Falling for Grace*' video)

METRO WEEKLY - D.C.

Graceland – If you're a sucker for romantic comedies, "Falling For Grace" is a perfect fit.
By Tim Plant
(VVV)

"*Falling for Grace* is definitely worth checking out. It's the cotton candy of summer movies. Parts of *Falling for Grace* are comedic magic...other small moments shine brightly and stitch together to make a cinematic tapestry of romance and laughter. For fans of romantic comedies, *Falling for Grace* is worth the tumble."

MoviePictureFilm.com

By Scott Hoffman

"A very sweet and original romantic comedy. *Falling for Grace* is the next *My Big Fat Greek Wedding*."

If Fay Ann Lee becomes well heard of enough, she could become the Chinese Julia Roberts. She has a lot of charm and does slapstick very well. But that's not all. She also wrote and directed the movie on top of starring in it. Pretty impressive.

The film also has a wonderful supporting cast including Margaret Cho as Grace's best friend who falls for a co-worker after he takes her to see *Mamma Mia!* on Broadway. The scene is hysterical."

PREMIERE MAGAZINE

Tribeca Films Up Close
By Sara Brady

"Lee brings a fresh twist to the tired structure [of romantic comedies] by setting her story predominantly in New York's Chinatown among minimum-wage immigrants and their Americanized children. It's not particularly difficult to see where the story's going, but knowing what comes next makes up much of the reliable satisfaction of a romantic comedy."

NEW YORK MAGAZINE

Tribeca By The Numbers
By Logan Hill

"26. That's the number of wildly uneven films by New York filmmakers in the 'New York, New York' competition. Tread carefully and start with these 2 - *Falling for Grace* (a.k.a. East Broadway) stars writer-director Fay Ann Lee as a city girl romping through a sprightly Chinatown romantic comedy with Gale Harold and Margaret Cho..."

THE HUFFINGTON POST

Falling for Grace: Clever Rom-Com Debut Flirts with Commercial World
By S.T. Vanairsdale

"Amid Tribeca 2006's narrative features, Fay Ann Lee's *Falling for Grace* stands out as both a legitimately funny romantic comedy and a dynamic glimpse of ethnic and class stratification in New York City. And although she may be the first filmmaker to run a sweatshop indictment through the prism of a Cinderella story, writer/director/star Lee tweaks rom-com conventions with an assuredness that belies her status as a first-time filmmaker."

"... winning performances from Lee, Ken Leung and a scene-stealing Margaret Cho..."

WHITE MOUNTAIN INDEPENDENT - SHOW LOW, AZ

I fell for 'Grace' - A review of an independent film
By Laurie Jayne Frost

"This film was well-written, witty, and slyly sweet...The cast was great and the character development had the right mix of insignificant relationship-building dialogue, family interaction and jokes in Cantonese...Some of the funniest scenes in the film [were] delivered in Cantonese and subtitled in English..."

Long story short, *Falling for Grace* was just a fabulous little movie with the feel of a big-bucks feature and the unpredictability of an indie film."

CRITICAL MASS FILMHOUSE REVIEWS

By Deborah Dearth
(click [here](#) for Deborah Dearth's feature article on *Grace* in Palm Springs' *The Desert Sun*)
(Rating: 3.5)

"The mistaken identity subgenre gets a fresh coat of paint with the charming Cinderella snafu story, *Falling for Grace*... The film remains endearing because the situation is believable and the characters are likable. Lee effectively pulls off pratfalls without causing occasions to become squeamishly absurd..."

Falling for Grace is sweet without being treacly, and Lee accomplishes her goal of creating a mainstream romcom that employs Chinese American actors and never feels exclusive. Distributors, take note."

SAN FRANCISCO ARTS & LITERATURE SFART&LIT.COM

By Terry Brejla

"Every once in a while, a film quietly opens and people who see it slowly but surely tell others who go see it and help spread the word. Remember the film, *My Big Fat Greek Wedding*? That's the kind of movie I'm talking about."

"A wonderful little romantic comedy, *Falling For Grace* has been playing on a few select screens...Everyone who sees it loves it...The film is from triple threat actor/director/screenwriter, Fay Ann Lee. She's going to be a major presence in the world of independent film."

"The production values of the film are high. It is shot beautifully and edited well. It is skillfully directed making it hard to believe this is Lee's first film at the helm. I can hardly wait to see what she does next."

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WHAT EXHIBITORS ARE SAYING...

(to find out what audiences are saying, see 'The Journey of *Falling for Grace*' video)

"Our industry is all about risk takers and Fay Ann is one of those filmmakers. I wanted to make sure she got all the breaks she needed. We are thrilled with the success *Falling for Grace* saw at Camelview. We are glad we were able to be a part of bringing the film to Phoenix and give our audience the opportunity to see a wonderful independent film they otherwise would not have been able to see. The feedback from our audience was tremendous."

- Dan Harkins, CEO, Harkins Theatres (AZ, CA, CO, OK, TX)

"I first saw *Falling for Grace* in Scottsdale, AZ at the Camelview Theatre, a Harkins-owned theatre that exhibits only the best independent films. After seeing the film and witnessing the reaction of the audience I knew I had to bring it to my theater, The Fleur, in Des Moines, Iowa.

In July of 2008 Fay Ann Lee personally opened the film in Des Moines. Her personal story of perseverance and the quality of the film thoroughly engaged the community and she packed the house. She received standing ovations again and again and the community continues to talk about the film and the visit by Fay. In a time where it is so difficult to find enjoyable family entertainment, *Falling for Grace* was an absolute delight.

We exhibitors could not do what we do without the spirit embodied by filmmakers like Fay Ann Lee."

- Michael Coppola, CEO, Fleur Cinema & Café, Des Moines, IA

"Every once in awhile an independent film comes along that connects with the audience in a wonderful way. They laugh, they applaud at the end, and you, as an exhibitor, feel great that you've been able to bring it to your town. Such a film is *Falling for Grace*. Book it!"

- Mike Getz, President & CEO, Sierra Cinemas, Nevada Country, CA

"Not only does *Falling for Grace* fully embrace the spirit of independent filmmaking – from producing all the way to passing out fortune cookies to market the film – but the movie itself is a little gem. No matter who you are or where you come from, you can relate to the story in *Falling for Grace*. And the audience agrees."

- Frank Lee, CEO, The 4 Star Theatre, San Francisco, CA

"We had a lot of our customers here, people that we knew would be honest with us. I saw three showings of this film with an ovation each and every time. It's the kind of film that makes you feel good, and our people here in Lakeside, AZ loved it. There are so few of these nowadays. We actually had a line of people waiting to get out of the theater because they wanted to meet Fay and to thank her for creating a romantic love story that is relatable to everyone who has a family.

I really want all of America to see this film. It's one of the highest quality independent films I've ever seen. It's an inspiring film. I encourage everyone to see it. I encourage every theater owner to show it. It's a treat for your customers, especially if Fay Ann Lee shows up to meet the audience. It's a worthy film and worth your while."

- Jerry Croney, CEO, WME Theaters, Lakeside, AZ

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LEE INVITED TO SPEAK AROUND THE WORLD

As the word of mouth surrounding *Falling for Grace* continues to grow, so does Lee's reputation as an engaging, eloquent speaker and interview subject. Her unique achievements have garnered the attention not only of print and television outlets across the country, but also that of prestigious universities and women's organizations around the country and the world. These institutions see Lee as an inspiration to both budding and established artists and entrepreneurs – her empowering example could forever change the way they envision their own futures.

“To label Ms. Lee as an independent filmmaker is misleading. She does not fit the mold of the starving artist, instead thriving as an ambitious, Wharton-educated entrepreneur whose unorthodox approach to independent filmmaking – one that has yielded a product with all the gloss of a big studio flick – affords a rare angle on the world of filmmaking and what it means to pursue your goals on your own terms.

On the one hand, Ms. Lee and her film exude a comforting sense of optimism and good humor; on the other hand, they speak to the importance of grit, pragmatism, and hard-nosed determination. The balance of these values is, essentially, what recommends Ms. Lee as a valuable guest.”

- Michael Schmale
President of the Yale Film Society

Lee has been invited to speak at Yale, Johns Hopkins, Wharton, Boston University, Columbia, Temple, Stanford, Berkeley, and Tsinghua University in Beijing, the top university in China. She has spoken in front of women's organizations such as the Association of Women Business Owners in Vancouver, and the Desert Jade Women's Club in Scottsdale.

This fall, Lee is scheduled to speak at Harvard as well as James Madison University.



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COMPETITIONS, FESTIVALS, AND RELEASES SUMMARY

Screenwriting competitions:

- Original script (as *East Broadway*) was a quarterfinalist for the Nicholl Fellowship
- As *East Broadway*, a semifinalist with the Chesterfield Writer's Film Project
- As *East Broadway*, in the top 3 at the Asian American International Film Festival

Festivals:

- as *East Broadway*, premiered at the 2006 Tribeca Film Festival. Sold out every screening; the festival added a sixth screening to accommodate demand.
- Nominated for Best Picture at the 2007 Los Angeles Asian Pacific Film Festival.
- Screened by invitation at the 2007 Vancouver Asian Film Festival.
- Screened by invitation at the 2008 Sedona Film Festival.
- Screened by invitation at the 2008 Phoenix Film Festival.

Commercial releases:

- Invited to screen at the Bryn Mawr Film Institute as a special program. Screening was oversold.
- Opened at the Sundance Kabuki Theater in San Francisco.
- Invited to open at the 4 Star Theatre in San Francisco (see quote from CEO Frank Lee, page 8).
- Opened at the AMC Dupont in Washington, D.C.
- Opened at the Rialto Theater in Berkeley, CA.
- Opened at number 1 at the Cinemark CineArts Marin in Sausalito, CA. Stayed number 1 through its 2nd week.
- Invited to screen at the Nevada Theater in Grass Valley, CA. Screening highly successful – Grace invited to open commercially the following week at the Sierra Cinemas in Nevada City, CA (see quote from President and CEO Mike Getz, page 8).
- Due to success at Cinemark's CineArts Marin, and strong showing at the Vancouver Asian Film Festival, invited to open at the Cinemark Tinseltown in Vancouver, Canada.
- A tourist who saw the film in San Francisco lobbied successfully to bring the film to her native Austria. She partnered with Constantin Film to show *Grace* in a series of highly successful preview screenings in Vienna, prompting negotiations to continue the screenings in Germany.

([Click here](#) for her website promoting *Grace*, in both English and German.)

- Invited to open at the WME Village 8 in Lakeside, AZ (see quote from CEO Jerry Croney, page 8).
- Number 1 for 2 weeks at Harkins Camelview 5 in Scottsdale, AZ, outgrossing *The Visitor*, *Young @ Heart*, and *Priceless*. Played for 7 weeks.
- Number 1 for 2 weeks at the Camelot Theatres in Palm Springs, CA, outgrossing *Brick Lane*.
- Opened at number 1 at the Fleur Cinema in Des Moines, IA, outgrossing *Mamma Mia!* (for quote from General Manager Jon Petersen, see ['The Journey of Falling for Grace'](#) (video)).
- Showing next with the Cinema Society of San Diego; will open thereafter at UltraStar Cinemas in Del Mar, CA.

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LINKS

Promotional:

- [The *Falling for Grace* trailer](#) on Apple.com
- ['The Journey of *Falling for Grace*'](#) on YouTube
- [The *Falling for Grace* poster, 2008](#)

Television:

- [Fay Ann Lee on *Good Morning Arizona*](#)
- [Fay Ann Lee interviewed by Fanny Kiefer](#) (Vancouver)
- [Fay Ann Lee on *Urban Rush*](#) (Vancouver)
- [Fay Ann Lee on MTV](#) (for Tribeca Film Festival, as East Broadway)
- [Fay Ann Lee on KCCI Des Moines](#)

Features and Reviews:

- [The Huffington Post](#)
- [New York Magazine](#)
- [Bloomberg](#)
- [Premiere Magazine](#)
- [Moviepicturefilm.com](#) review and feature
- [Chinese Variety](#)
- [Backstage](#)
- [Metro Weekly](#) (Washington, D.C.)
- [San Francisco Chronicle](#)
- [Arizona Republic](#)
- [Get Out](#) (Phoenix, AZ)
- [Echo Magazine](#) (Phoenix, AZ)
- [The Des Moines Register](#)
- [The Desert Sun](#) (Palm Springs, CA)
- [The Union](#) (Grass Valley, CA)
- [The White Mountain Independent](#) (Lakeside-Pinetop, AZ)
- [Bucks County Centurion](#) (Bucks County, PA)
- [Reappropriate.com](#)
- [MadAboutMovies.net](#)
- [Asiance Magazine](#)

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Publicity Photos and Film Stills:

(click image for larger size)

