



**San Francisco Black Film Festival**  
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**FACT SHEET**

**San Francisco Black Film Festival XXIII,  
The Legacy Continues, Healing the World One Film at A Time**

**June 17-June 20, 2021**

The San Francisco Black Film Festival is the brainchild of the late arts impresario [Ave Montague](#). It is a rare Black legacy organization in San Francisco as [Kali O'Ray and Katerra Crossley](#), Montague's son and daughter-in-law, became the directors in 2010. Due to the untimely demise of [Kali O'Ray](#) just three weeks before the entertainment industry lost [Chadwick Boseman](#), the leadership now includes Cree Ray and Kali Ray, the children of Kali O'Ray who join Katera Crossley to continue the legacy. Annually more than 50 films are screened at various venues in San Francisco giving both the independent filmmaker and Hollywood actors and filmmakers an opportunity to interact and exchange ideas as the festival is a multicultural platform for thought provoking panels, parties and film showcases.

The Coronavirus Pandemic impacted the festival as all entertainment and most businesses were impacted. Yet it did not stop the growth of the festival as Director Kali O'Ray gave blessings for publicist and community development director, Jackie Wright of Wright Enterprises to initiate international projects with [the Durban International Film Festival and Durban Film Mart](#). The projects continue in the current year of the festival as it expands its vision to engage the worldwide African Diaspora.

The San Francisco Black Film Festival that delivered in the virtual space at the height of the pandemic will continue to do so with plans underway to include live events as the City of San Francisco allows for socially-distanced events.

The San Francisco Black Film Festival is held in June, "Black Music Month." The event is traditionally held during "Juneteenth" and "Father's Day" Weekend.

A characteristic of the San Francisco Black Film Festival has always been the family-friendly prices. The family-friendly priced tickets will be on sale in early June. They can be found at the festival website: [www.sfbff.org](http://www.sfbff.org). The San Francisco Black Film Festival is open to everyone. **It's an opportunity for all multicultural Bay Area residents and visitors to San Francisco see the worldwide African Diaspora from an affirming perspective.** The San Francisco Film Festival films

and venues can be found at [www.sfbff.org](http://www.sfbff.org). Family friendly priced tickets are \$10-\$50 (All Access Festival Pass).

Community involvement is a mainstay of the San Francisco Black Film Festival which has given job training opportunities in the areas of event planning, customer service, public relations, writing, photography, social media and other life skills training. Working with the National Coalition of 100 Black Women San Francisco Chapter's [Doris Ward Workforce Employment and Training Program](#), The San Francisco Black Film Festival has not only made a difference in the lives of hundreds of filmmakers, it has trained youth and transitioning adults for a better path to employment for the past three years. The San Francisco Black Film Festival "Walks the Talk" as it is the change it wants to see when it comes to social justice.

The establishment of the [Jeff Adachi Social Justice Award](#) for filmmakers who embark on equity and equality themes in their films is just another indication of the San Francisco Black Film Festival being true to its core value of "Healing the World One Film at A Time."

**SPONSORS INCLUDE: San Francisco Arts Commission; California Arts Commission; SFJAZZ; African American Tobacco Control Leadership Council; The Big Black Brunch, San Francisco African American Chamber of Commerce, Seventy-Third Annual San Francisco Juneteenth Celebration, Bill Graham Productions; Mayor London Breed, Key to the City of San Francisco; African American Arts and Culture Complex; Durban International Film Festival; Durban FilmMart; NOSACONN Inc.; Le Blanc and Associates, KPOO; KPFA; San Francisco BayView Newspaper; The Boom Boom Room; New Community Leadership Foundation, Inc.; LaHitz Media; Film Bread; and Wright Enterprises.**

**Special Guests to Date: Former CBS Anchor Dana King featuring her art "Monumental Reckoning" (350 sculptures representing the first African slaves stolen from Africa, to be displayed around the pedestal where the Frances Scott Key statue stood before it was removed amid protests in San Francisco's Golden Gate Park on Juneteenth 2020);**

**Judy Klein, Hollywood Producer & Talent Developer, CEO of Tru3Media, who has produced Kevin Hart specials and more.**

**Mario Abney, New Orleans based-Chicago Native, Trumpet Phenom!**

**Ricardo Scales, Grammy-nominated prolific piano virtuoso among others.**

**PSAs To Date ( For your website and also copy and paste in Your Social Media Promotions & other media)**

PSA 1-WRITTEN

**"SAN FRANCISCO BLACK FILM FESTIVAL GIVES A SHOUT OUT TO PARTNER SFJAZZ AND ITS PRESENTATION OF THE FILM "MUSIC IN MONK TIME," JUNE 10TH AT SFJAZZ.COM - THE PERFECT PRELUDE TO THE SFBFF, JUNE 17-20TH, WHICH HIGHLIGHTS NEW ORLEANS' TRUMPET PHENOM MARIO ABNEY, SAN FRANCISCO'S GRAMMY-NOMINATED AND PROLIFIC PIANIST RICARDO SCALES & SOUTH AFRICA'S ZIMOLOGY, THE LATE BRA ZIM NGQAWANA WITH SFBFF PARTNER DURBAN INTERNATIONAL FILM FESTIVAL. PLUS, DANA KING'S "MONUMENTAL RECKONING." SFBFF XXIII, JUNE 17TH-20TH, "THE LEGACY CONTINUES, HEALING THE WORLD ONE FILM AT A TIME" \ JUNETEENTH AND FATHER'S DAY WEEKEND. CHECK OUT [WWW.SFJAZZ.ORG](http://WWW.SFJAZZ.ORG) AND [WWW.SFBFF.ORG](http://WWW.SFBFF.ORG)." SF-BFF-BEST FRIENDS FOREVER!**

## AUDIO

### PSA 2

**THE SAN FRANCISCO BLACK FILM FESTIVAL TWENTY-THREE, THE LEGACY CONTINUES HEALING THE WORLD ONE FILM AT A TIME...JUNE 17-20<sup>TH</sup> FEATURING FORMER CBS ANCHOR DANA KING'S "MONUMENTAL RECKONING"- 350 AFRICAN SCULPTURES IN GOLDEN GATE PARK. PLUS, NOLA'S TRUMPET PHENOM MARIO ABNEY & GRAMMY-NOMINATED PROLIFIC PIANIST RICARDO SCALES. VISIT S-F-B-F-F.ORG! JUNE 17-20<sup>TH</sup> THE SAN FRANCISCO BLACK FILM FESTIVAL STANDING ON THE SHOULDERS OF ANCESTORS, THE LEGACY CONTINUES HEALING THE WORLD ONE FILM AT A TIME...**

### PSA 3

**"SAN FRANCISCO BLACK FILM FESTIVAL GIVES A SHOUT OUT TO PARTNER SFJAZZ AND ITS GREAT LINE UP IN BLACK MUSIC MONTH. SFBFF, JUNE 17-20<sup>TH</sup>, HIGHLIGHTS NEW ORLEANS' TRUMPET PHENOM MARIO ABNEY, SAN FRANCISCO'S GRAMMY-NOMINATED AND PROLIFIC PIANIST RICARDO SCALES & SOUTH AFRICA'S ZIMOLOGY WITH SFBFF PARTNER DURBAN INTERNATIONAL FILM FESTIVAL. SFBFF TWENTY-THREE, JUNE 17<sup>TH</sup>-20<sup>TH</sup>, "THE LEGACY CONTINUES, HEALING THE WORLD ONE FILM AT A TIME" DURING JUNETEENTH AND FATHER'S DAY WEEKEND. CHECK OUR [WWW.SFJAZZ.ORG](http://WWW.SFJAZZ.ORG) AND [WWW.SFBFF.ORG](http://WWW.SFBFF.ORG)." SF-BFF-BEST FRIENDS. FOREVER!**

### PSA 4

**JUNE 17-20<sup>TH</sup> SAN FRANCISCO BLACK FILM FESTIVAL, YEAR TWENTY-THREE! THE LEGACY CONTINUES HEALING THE WORLD ONE FILM AT A TIME... HAVE THE BEST OF TWO WORLDS... WORLDWIDE FILMS FROM THE AFRICAN DIASPORA AND YOUR OWN BOTTOMLESS POPCORN FROM YOUR MICROWAVE! CHECK OUT THE SOCIALLY-DISTANCED LIVE EVENTS & VIRTUAL SCREENINGS. S-F-B-F-F POSSIBLE THANKS TO FRIENDS: SFJAZZ; THE AFRICAN AMERICAN TOBACCO CONTROL LEADERSHIP COUNCIL; THE SAN FRANCISCO AFRICAN AMERICAN CHAMBER; THE BIG BLACK BRUNCH & MORE. VISIT [WWW.SFBFF.ORG](http://WWW.SFBFF.ORG)! THE SAN FRANCISCO BLACK FILM FESTIVAL**

## HIGHLIGHTS OF PAST FESTIVALS

### **San Francisco Black Film Festival & Durban South Africa 2020**

[https://www.einnews.com/pr\\_news/521952379/sf-black-film-festival-xxii-virtually-possible-thru-august-30th-via-atlanta-ga-san-diego-ca-durban-south-africa](https://www.einnews.com/pr_news/521952379/sf-black-film-festival-xxii-virtually-possible-thru-august-30th-via-atlanta-ga-san-diego-ca-durban-south-africa)

### **Festival Director Kali O'Ray Mourned-2020**

Mayor London Breed Shares Condolences for the Loss of Festival Director, Kali O'Ray

<https://youtu.be/j92eSxY2WKw>

### **SF BayView Newspaper-Longtime Partner with SFBFF Notes Loss-2020**

<https://sfbayview.com/2020/08/san-francisco-black-film-festival-mourns-the-loss-of-director-kali-oray/>

### **SF Chronicle Chronicles Loss**

<https://datebook.sfchronicle.com/festivals/kali-o-ray-director-of-san-francisco-black-film-festival-dies-at-48>

### **San Francisco Black Film Festival Promoted Equal Standard @DIFF**

<https://www.prlog.org/12838487-black-lives-matter-takes-stage-at-durban-international-film-festival-with-equal-standard.html>

### **The Power of the Heroic Figure: Tribute to San Francisco Black Film Festival's Kali O'Ray and Chadwick Boseman**

<https://youtu.be/zcPnWu45qj4>

### **San Francisco Black Film Festival Jeff Adachi Media Briefing @ Cinemark 2019**

<https://www.prlog.org/12777045-view-films-screened-at-tribute-to-late-sf-public-defender-jeff-adachi-san-francisco-black-film-festival-xxi.html>

### **Don Cheadle's "Miles Ahead" 2018**

<https://www.prlog.org/12713223-san-francisco-black-film-festival-xx-june-14-17-just-the-facts-at-glance.html>

### **Danny Glover Headlines San Francisco Black Film Festival 2017**

<https://www.sfgate.com/movies/article/Danny-Glover-in-person-to-kick-off-SF-Black-Film-11217951.php#photo-13055093>

### **"Lambadina" Opening Night San Francisco Black Film Festival @ SF State University 2016**

<https://lca.sfsu.edu/events/2016-06-17-010000-2016-06-17-040000/814791>

### **"Restored Me" San Francisco Black Film Festival at AMC 1000 2016**

<https://youtu.be/sJGVk4AVUjU>

### **KPIX Interview with Mayor Willie Brown & Kevin Epps 2015- "America's Still the Place" based on San Franciscan Charlie Walker**

<https://www.youtube.com/watch?v=-jDd9GUWhSU>

### **"America's Still the Place" Directed by Patrick Giles**

<http://sfbayview.com/2015/06/the-san-francisco-black-film-festival-enriched-thousands-of-moviegoers-left-them-eager-for-more/>

### **SF Black Film Festival at Dolby Laboratories 2014**

#### **Life of a King with Cuba Gooding Jr. & Dennis Haysbert**

<https://www.prlog.org/12333880>

### **NFL's Deshaun Jackson's Film/Media Briefing at Dolby Laboratories 2013**

<https://www.prlog.org/12154613>

### **Robert Townsend 2012**

<http://sfbayview.com/2012/06/champion-karim-mayfield-and-director-robert-townsend-bring-knockout-power-and-star-power-to-san-francisco-black-film-festival/>

### **Mario Van Peebles 2011**

<https://archives.sfweekly.com/sanfrancisco/strong-second-act/Content?oid=2181850>

## **About San Francisco Black Film Festival**

**Ave Montague (1945-2009)**, arts impresario, fashion industry executive, publicist, founded the San Francisco Black Film Festival in 1998. Montague created the San Francisco Black Film Festival, a 501c3 nonprofit, with the artistic vision to provide a platform for Black filmmakers, screenwriters, and actors to present their art. As a competitive film festival, SFBFF identifies filmmakers, screenwriters, and actors that are emerging as talents and established artists who are contributing to the cinematic legacy of African Americans. SFBFF conscientiously expands the notions of “Black film-making” to a global perspective. The organization is multicultural and inclusive of all in the expression of the African Diaspora experience. The San Francisco Black Film Festival has screened more than 10,000 films from around the world. Kali O’Ray (son of Ave Montague) and his wife Katera Crossley, both formerly of Atlanta, Georgia, co-directed The San Francisco Black Film Festival until [O’Ray’s untimely death August 7, 2020](#). Now the festival is directed with O’Ray’s children Cree Ray and Kali Ray.

**The Mission of the San Francisco Black Film Festival** is to celebrate African American cinema and the African Cultural Diaspora and to showcase a diverse collection of films – from emerging and established filmmakers. This is accomplished by presenting Black films, which reinforce positive images and dispel negative stereotypes, and providing film artists from the Bay Area in particular and around the world in general, a forum for their work to be viewed and discussed. The San Francisco Black Film Festival believes film can lead to a better understanding of and communication between peoples of diverse cultures, races, and lifestyles, while simultaneously serving as a vehicle to initiate dialogue on the important issues of our times. For more information about the San Francisco Black Film Festival visit [www.sfbff.org](http://www.sfbff.org).