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**DALLAS HOSTS PREMIER OF EAST BROADWAY, A SELECTION FROM
THIS YEAR'S PRESTIGIOUS TRIBECA FILM FESTIVAL**

DALLAS (August – 2006) – *East Broadway*, a delightful romantic comedy from this year's Tribeca Film Festival is debuting in Dallas on Thursday, October 5, 6pm at the Magnolia Theatre in Dallas' West Village. Q&A with the director and producer, reception and silent auction will follow the premier. The story line follows Grace Tang, an Ivy League-educated investment banker from Chinatown who falls in love with a blue-blooded New York icon, Andrew Barrington, Jr. The only problem is, he thinks she's an heiress from Hong Kong. But through this relationship, Grace re-discovers her own identity and what really matters in life.

The movie has received high praise from several notable sources:

“Tribeca Film Festival's ('06) “My Big Fat Greek Wedding”

Scott Hoffman, moviepicturefilm.com

“*East Broadway*...one of four notable films of this year's festival.”

Gregg Goldstein, *Hollywood Reporter*

“Tribeca By The Numbers...Start with these 2: *East Broadway* stars writer-director Fay Ann Lee as a city girl romping through a sprightly Chinatown romantic comedy with Gale Harold...”

Logan Hill, *New York Magazine*

“Lee brings a fresh twist to the tired structure by settling her story predominantly in New York's Chinatown...knowing what comes next makes up much of the reliable satisfaction of a romantic comedy.”

Sara Brady, *Premiere Magazine*

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Funds raised from East Broadway's Dallas Premiere will benefit The Willett Foundation—a Dallas based 501(c)3 non-profit charitable organization founded by Sandy Halliburton (Dallas entrepreneur and author) to financially aid lung transplant patients with inadequate insurance coverage and to heighten awareness of Idiopathic Pulmonary Fibrosis (IPF).

The foundation is named after the Willett family, who have been a part of Ms. Halliburton's life for 33 years, as she first began babysitting for Sallie Willett when she was born. Four years ago, Sallie was diagnosed with this fatal disease. Now 33, Sallie Willett Shea has been told by her insurance company they will not cover the full cost of her life-saving lung transplant procedure. "It is sad and alarming how so many families find themselves in this difficult situation – needing to secure additional funding for what has been medically determined a necessary and life-sparing treatment. The bureaucracy in the healthcare system often gets in the way of what should be the goal of treating people. It makes a person finally want to stand up and do something," says Sandy Halliburton.

There are five million people worldwide who are affected by this disease. In the United States, there are more than 200,000 patients with Pulmonary Fibrosis. As a consequence of misdiagnosis, the actual numbers may be significantly higher. **Of these, more than 40,000 lose their lives annually; the same number that die from breast cancer.**

Jerry Lewis and Evil Knievel both suffer from pulmonary fibrosis while Marlon Brando, James Doohan, Mary Jane Russell, Bill Bright, Key Kolb and Laurence Rockefeller lost their battles with this debilitating disease.

Interviews:

For more information or to schedule an interview with the East Broadway's director Fay Ann Lee, Willett Foundation Founder and President, Sandy Halliburton, Dr. Michael Rosenzweig, President of the Pulmonary Fibrosis Foundation or the Willett family, please call the media contact above.

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