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**For immediate release**

UTSA's East Asia Institute Presents – Asian Film Series “Night Market Heroes”

**October 8, 2012** – The East Asia Institute (EAI) will host “Night Market Hero,” a free public screening from 2:00-5:00 p.m. on Sunday, October 28, 2012 in the Main Building room 0.106 on UTSA's main campus as part of the East Asian Film Series. This film viewing is made possible by the generous support of the Cultural Division of the Taipei Economic and Culture Office (TECO) in Houston. The event is free and open to the public.

Panel discussions on contemporary Taiwan society and culture with experts on Taiwan as well as Taiwanese students studying at UTSA will be available after the screening. In addition, refreshments and soft drinks will be provided on a first come, first served basis.

The movie follows union leader Ah Hua, who presides over the bustling 888 Night Market and the numerous owners who operate stalls therein. After a corrupt city councilor sells the market to real estate developers, Ah Hua must fight for the merchants whose sweat makes the night market the friendly and bustling place that it is.

The purpose of the film screening is to introduce Taiwan's night market culture and demonstrate the resilience of the nation's vendors. Taiwan's night market vendors are renowned for their generosity, selflessly assisting local impoverished citizens, and one another, in times of need. The panel discussion will focus on contemporary Taiwanese society, culture and lifestyle.

UTSA East Asia Institute's mission is to promote appreciation and understanding of East Asian societies and cultures both on campus and in the community through research, outreach, networking, education, student/faculty exchange, and business development and cooperation. The East Asia Institute organizes seminars, workshops, lectures, conferences, film festivals, visual art exhibitions as well as hosting performing arts groups from China, Japan, Korea, and



other Asian nations. It also encourages faculty research collaborations both within UTSA and with participating East Asian university researchers.

The Taipei Economic and Cultural Office's mission is to promote exchanges and cooperation in trade and investment, science and technology, culture, education and tourism between Taiwan and the southern United States. In addition, the office was established to serve the interests of Taiwanese citizens living and traveling in the area and to provide consular service to those in need. The Cultural Division promotes understanding of Taiwan through educational and cultural events.

**For more information on this event, please contact the East Asia Institute at 210.458.4943, [eai@utsa.edu](mailto:eai@utsa.edu), or see the EAI's homepage at <http://www.utsa.edu/ea>.**