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Maasai at the Crossroads Accepted in the 25th Annual Santa Barbara Int'l Film Festival

Santa Barbara, California - January 19, 2010 - Africa Schools of Kenya (ASK), a local non-profit organization, announces acceptance of its full-length documentary, *Maasai at the Crossroads*, into the 25th annual Santa Barbara Int'l Film Festival (SBIFF) with screenings February 7th and 9th.

Maasai at the Crossroads, produced by ASK, directed by Joe Dietsch and Kristin Jordan, and narrated by Prof. Calestous Juma, takes viewers on a stunning journey into the heart of East Kenya where they are granted unprecedented access to the Maasai. The filmmakers provide an intimate, insightful glimpse into the culture of one of the last remaining traditional people in Africa. The film documents intimate talks exploring ancient Maasai customs, including the controversial traditional practice of female circumcision, and captures the Maasai's struggle to survive in the midst of Kenya's worst drought in 15 years.

The documentary follows an experimental speaker program developed by Teri Gabrielsen, who resides in Santa Barbara and is the founder of ASK. After an inspiring trip to Kenya more than ten years ago, Teri founded the non-profit ASK to better the education of boys and girls at the rural Esiteti Primary School. Esiteti has since been named one of The Jane Goodall Institute's Roots & Shoots clubs, the first ever started by Maasai children. ASK continues to collaborate with the people of Maasailand and educators from Kenya and around the world.

The film will be screened as part of the Santa Barbara Int'l Film Festival on Feb. 7, 6:30pm at Victoria Hall and again on Feb. 9, 10:45am at Metro 4 Theatre IV.

Contact:
Teri Gabrielsen, Founder
Africa Schools of Kenya
(805) 455-2545
info@ASKKenya.org

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