

# The Pasadena Citizen – Online

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## Spanish-language theater hosts students

By: JENNIFER BRANCH, Citizen Reporter

**A local movie theater provided a treat for visiting students Friday morning.**

Students from Galena Park Independent School District's two-way immersion program were able to benefit from Cinema Latino de Pasadena with the 135 students enjoying the movie "Chicken Little" entirely in Spanish.

"It is a great opportunity to enjoy a movie in Spanish, which is difficult to find," said Veronica Martinez, Two-Way Emersion coordinator of Galena Park ISD. "Anglo and African American students cannot go to the movies in Spanish and we wanted to provide something fun and entertaining for our students."

The Cinema Latino has four locations: Pasadena and Fort Worth; Aurora, Colo.; and Phoenix, and targeted the areas because they had a dense Spanish-speaking population.

"We want them to be able to watch a movie in a language that is familiar to them," said Eisabeth Calderon, senior marketing manager for Sonora Entertainment.

Cinema Latino approached several schools in the Houston area to see if they would be interested in field trips to the theater.

In addition to the reduced-rate show and concession stand combinations that Cinema Latino offered students Thursday and Friday morning, the corporation is also beginning a program called "Jóvenes, Pachangueros," literally translated as youth party.

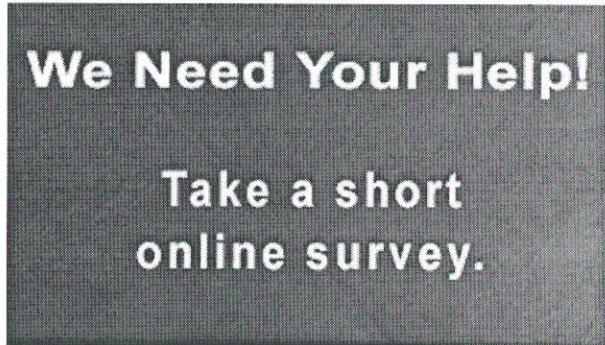
Students from surrounding high schools will be invited to attend Spanish showings of popular new movies, will be escorted into a VIP room where they can sample food and other things from local vendors, and will also receive reserved seating for the shows.

"I think a common misconception is that Spanish-dubbed or subtitled movies come out after the first release of the English version. That is not true. Movies dubbed in Spanish or subtitled in Spanish are released at the same time as regular movies," said Leo De Leon with Cinema Latino.

Cinema Latino de Pasadena is located at 2233 Southmore.

For more information and movie times call 1-888-588-CINE (2463), or visit [www.cinematlatino.com](http://www.cinematlatino.com).

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