



Searchlight Pictures presents

A Franklin Entertainment Production

FLAMIN HOT'



Starring Jesse Garcia as Richard Montañez
Annie Gonzalez as Judy Montañez
Emilio Rivera as Vacho Montañez
Dennis Haysbert as Clarence C. Baker
and Emmy® Award winner Tony Shalhoub as Roger Enrico

Directed by..... Eva Longoria
Screenplay by..... Lewis Colick and Linda Yvette Chávez
Based upon the Book..... "A Boy, A Burrito and A Cookie: from Janitor to Executive"
by Richard Montañez and the Life Stories of Richard Montañez and Judy Montañez
Produced by.....DeVon Franklin
Director of Photography..... Federico Cantini, ADF
Production Designers..... Brandon Mendez, Cabot McMullen
Costume Designer..... Elaine Montalvo
Music by.....Marcelo Zarvos
Film Editors.....Kayla M. Emter, Liza D. Espinas

<https://press.searchlightpictures.com/>

Running Time: 129 minutes

Rating: PG-13

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FLAMIN' HOT

“Richard Montañez’ story resonated with me because his story is my story. Being underestimated, having the discipline and desire to be more – not have more, but be more. I definitely have that in me. I think everyone can identify with that and say there’s a piece of me that is reflected on the screen and in this story.”

- Eva Longoria

FLAMIN' HOT is the inspiring true story of Richard Montañez (Jesse Garcia) who as a Frito-Lay janitor disrupted the food industry by channeling his Mexican-American heritage to turn Flamin' Hot Cheetos from a snack into an iconic global pop culture phenomenon.

Searchlight Pictures presents A Franklin Entertainment Production, **FLAMIN' HOT**, the inspirational true story of Richard Montañez, screenplay by **Lewis Colick** (*October Sky, Charlie St. Cloud*) and **Linda Yvette Chávez** (creator/writer *Genetified*). The film is produced by **DeVon Franklin** (*Miracles From Heaven, Breakthrough*) and is directed by award-winning actor/director/producer **Eva Longoria** (*Desperate Housewives*). The film stars **Jesse Garcia** (*Quinceañera*) as Richard, **Annie Gonzalez** (*Genetified*) as his wife, Judy, **Emilio Rivera** (*Son of Anarchy, High Crimes, Venom*) as Richard’s father Nacho, **Dennis Haysbert** (*Far from Heaven, 24*) as Richard’s mentor, Clarence, and 4x Emmy® Award winner **Tony Shalhoub** (*The Marvelous Mrs. Maisel, Monk*) as PepsiCo CEO Roger Enrico. Other cast members include **Matt Walsh** (*Veep*), **Bobby Soto** (*Narcos*) and **Pepe Serna** (*Scarface*). The filmmaking crew includes Director of Photography **Federico Cantini**, ADF (*Give or Take, Desire*), Film Editors **Kayla M. Emter** (*Hustlers*), **Liza D. Espinas** (*Starz’s Vida*), Production Designers **Brandon Mendez** (*Black is King*) and **Cabot McMullen** (*Shrinking, Super Troopers 2*), and Costume Designer **Elaine Montalvo** (*A Better Life*).

A MAN WITH FIERY DETERMINATION

In *FLAMIN' HOT*, director Eva Longoria tells the story of Richard Montañez whose drive and dedication saw him rise up the ranks at Frito-Lay as he helped establish Flamin' Hot Cheetos – the snack that disrupted the food industry and became a global pop-culture phenomenon.

Montañez was born in an East Los Angeles barrio community to Mexican-American parents in the late 1950s. He was gifted with a smart mind, an ambitious soul, and a dream for a better life. He dropped out of school in his mid-teens – one of his greatest regrets – only to discover that without a high school diploma or college education, the only jobs he could get were window washers and gas station attendants. This was not what he wanted for himself or his future.

“In May of 2017, I met Richard for the first time after being introduced by a mutual friend. When he and his wife Judy came into to my office, I asked Richard to tell me his story. By the time he was done, I was overwhelmed with emotion because I deeply connected to his ability to endure and overcome adversity. I was so inspired by his journey that I gave them my commitment that I would get Richard’s movie made.”

“I’d heard of Richard’s story through online articles,” says co-writer Linda Yvette Chávez, “but it wasn’t until I met Richard and Judy that I realized I definitely didn’t know Richard’s real story: what it took for him to overcome challenge after heartbreaking challenge to make his dream come true.”

“My journey is the journey of billions of people”, says Montañez. “Being Mexican, being born in a labor camp, I’ve been fighting my whole life. I don't know what it's like not to fight.” It was his perseverance that eventually landed him a janitor gig at a local Frito-Lay factory. On the job, his inquisitive mind wanted to learn more about how the snacks were made, and about the machines and the production line – which made his colleagues and his supervisors suspicious. Who was this man who dared to think he was somebody he wasn’t and who wanted more out of his life?

While his coworkers told him that his chances of getting a meeting with the CEO were about the same as flying to the moon, Montañez wanted to make sure his ideas got the top. He ultimately would spend years toiling away on the factory floor before the opportunity finally presented itself, when PepsiCo CEO Roger Enrico was on-site for a factory tour. Amazingly, the man with no formal education and no business marketing training or tools managed to get a moment of facetime with the boss, who was intrigued enough to ask for a formal presentation.

“There is no doubt that Richard is the godfather of Hispanic marketing,” explains Director Eva Longoria. “That was his gift: seeing that nobody was paying attention to the Hispanic consumer. His gift wasn’t making a recipe in a chemical lab. His genius and talent and where he broke through was saying, ‘You guys, there’s a huge segment of the population in the United States that nobody is paying attention to, who spend money just like everybody else.’ That has been our North Star in making this film.”

The rest is history. Montañez went on to become an executive at Frito-Lay and experienced a level of success that exceeded even his most ambitious dreams. He became a role model for Mexican-Americans who finally had a hero of their own: a man from the same background, roots and poverty, who faced the same discrimination and racism, and showed them that the American dream can become a reality.

EVA LONGORIA'S VISION

After meeting with Richard and Judy, producer DeVon Franklin, reached out to screenwriter Lewis Colick, a writer he had worked with on a previous project pitched him Richard's story. Colick was as inspired by Richard's story as Franklin was and agreed to develop the pitch. "From the moment I discovered Richard Montañez' story," says Franklin, "I was inspired by his sheer determination to succeed against all odds, and deeply moved by his relentless pursuit of a better life for him and his family."

Today, Montañez lives with his wife, Judy, in California, and has retired from his executive position at Frito-Lay. He has a second career as an author and a motivational speaker. Rags-to-riches stories are part of the fabric of the American dream, but what made this one unique is that it would be the story of a Mexican-American – one that hadn't been told before.

Franklin interviewed multiple directors before sitting down with multi-hyphenate actor/director/producer Eva Longoria.

"It was clear to me that she was the director for this film," says Franklin. "She's thoughtful, she's prepared, she's committed, she's kind, she's relentless and she cares about people. Working with her was such a phenomenal experience because we were true partners." Franklin brought Longoria into meet the Searchlight executives and they agreed that she was the perfect director for the project.

FLAMIN' HOT is Longoria's feature film directorial debut. It was clear to Longoria that the power and emotion in the story came from the ups and down, challenges and success of a man who never gave up and never settled. This film is about the strength of faith and family to empower and uplift. "This is not a story about the Flamin' Hot Cheeto", Longoria said. "**FLAMIN' HOT** is the story of Richard Montañez' life. And it's a fascinating life", she added. "He has overcome so much. We could have stayed in his childhood for a whole movie, that's how interesting he is."

Longoria was in sync with Franklin and Searchlight executives that a movie about a Mexican-American hero should feature a Mexican-American cast and crew. "I was adamant that we get the right group of people to do this," said Longoria, "and making sure that they understood the Chicano community, the Mexican-American community. It's a very specific community and I wanted Chicanos cast in those roles. It had to be real."

Armed with her passionate vision, Longoria made the pitch. What clinched the job for her, said Franklin and Searchlight, was her total commitment to authenticity.

Longoria says the film wouldn't be possible without the help and support of her producing partner Franklin. "It's amazing to have my first film in the hands of such a caring, compassionate, kind human being who has had my back from day one. He championed me to get this job and supported every hiring and casting decision I made."

Longoria met with co-writer Chávez after she had read and loved her script for "I'm Not Your Perfect Mexican Daughter". She felt like Chávez was the right person to come in and bring her vision to life. "When Eva shared her deck and creative vision, I was like 'That's how I wanna see our stories told!'," says Chávez. "Eva and I had a short-hand when it came to cultural references. Richard's story meant so much to both of us, to DeVon, to Searchlight, and of course, to Richard and Judy. I took the work very seriously because of this, and you couldn't be in better hands having Eva direct."

CREATING THE CHICANO WORLD OF RICHARD MONTAÑEZ

FLAMIN' HOT was shot in Albuquerque, New Mexico in 2021. "We focused on re-creating certain LA neighborhoods like Whittier, Ontario, proper East LA, the beginning of Boyle Heights," says Production Designer Brandon Mendez. "Albuquerque made that easier to find. Because there is such a strong Hispanic community there, it really lent itself to the movie."

The 8-week shoot employed approximately 204 New Mexican crew members, 44 New Mexican principal cast members and 875 New Mexican background and extras. "As a majority-minority state filled with culture and a love of Flamin' Hot Cheetos, we are thrilled that New Mexico served as the setting for bringing this story to the big screen," said Alicia J. Keyes, secretary of the New Mexico Economic Development Department.

Mendez and production designer Cabot McMullen worked together to build the set, Montañez' home, community and work environments for his early life in the '70s through '90s, which the film encompasses.

"I dug through my dad's pictures," says Mendez, having grown up in a similar environment. "There were a lot of references I used for the film – how their living room looked and what the textures were. It was like rediscovering a side of my family."

Montañez also helped by sharing family photographs of his own house and yard. "Richard was excellent with details, he was always making sure we got it right," said Mendez.

The transportation team found an exact replica of the truck Montañez drove when he worked at the factory, and the Montañez' were speechless when they saw it on the set. The original truck is still in the family.

"Our biggest challenge for this film was recreating the Frito-Lay plant," says Franklin. To create the factory, Mendez and McMullen knew they lacked the time and budget to find and rent an existing factory close enough to the original one in look and tone. They discovered that the old Albuquerque Journal building was available, and they converted it into a semi-functional plant that they used as one of their main sets. "It's a fantastic 80's period industrial space", says McMullen. "In the film, anything on the floor is our stuff, and anything that's up in the air is theirs."

Longoria had one fixed rule the designers had to work around. There was to be no usage of the color red anywhere in the film until the first batch of Flamin' Hot Cheetos in their signature neon color came pouring off the production line. "It was the forbidden fruit," says Mendez. "And it was worth not using it until that moment."

The Cheetos that Montañez brings home to work on the spicy toppings, were real, unflavored Cheetos. "We asked Frito-Lay for some help," says Mendez, "and we ended up getting this massive amount of actual puffed Cheetos to use for those scenes."

"For Richard's house," he continues, "we used oranges and yellows and greens to create a warm palette. That's the color temperature of the first half of the movie, which is all in the community and domestic interiors."

Costume Designer Elaine Montalvo also did extensive research to make sure she was getting it right for each one of the decades – from the 60's through the 90's – and for the Mexican-American community. Costuming and hair and make-up were important elements to communicate the passing of time. "Eva's original direction was to make each decade distinct in any way that each of us could visualize and contribute," explains Montalvo. "We started with color palettes to help distinguish each one."

FINDING RICHARD, JUDY AND THE CAST OF *FLAMIN' HOT*

When Longoria and Franklin began the casting process, they were thrilled to have such a vast talent pool to choose from. Longoria and Jesse Garcia have known each other for many years – and Garcia was excited to finally get a chance to work with her. He shares, “We have tons of mutual friends because the Latino community within the film industry is pretty small.”

Garcia connected with the script immediately. “It’s about a Mexican-American family, but it’s not just about Latinos: it’s the American dream,” he says. “But it’s a dream everywhere. It doesn’t matter where you are in the world. That’s the legacy Richard created.”

Garcia was able to meet the Montañez’ at their home. Portraying someone in a movie who is alive and participating in the filmmaking process has a different set of challenges than playing a historic figure long dead. “I wanted to make sure he knew that I was going to be respectful, but that I was going to do my version of that story and I wasn’t going to do an imitation of him,” says Garcia.

“Jesse brought so much of his own life and experiences in becoming Richard,” says Longoria, who encouraged the actor to incorporate aspects of himself in Montañez. “It was clear that Jesse brought an empathy to Richard that was incredibly endearing,” says Franklin. “He also was funny and dramatic. That’s a tough combination to pull off yet Jesse did it effortlessly.”

“I can relate to Richard in his rise through adversity,” explains Garcia. “There have been plenty of times in my career where things weren’t going right, from starting out and knowing nothing to actually doing movies and feeling like ‘this is it’! And then having everything crash, and not working for years.” The actor was able to draw on these emotions as he developed the frustrated, impatient, and fearful side of the Montañez personality.

Annie Gonzalez joined the cast as Judy. Growing up in East LA, she’d heard the Richard Montañez story. “Hot Cheetos is a poignant thing in the Latino community,” Gonzalez said. “It’s flamin’ hot everything. When I was six years old, I vividly remember my Tia giving me my first Hot Cheeto. ‘Try it, but you can’t handle it,’ she said. It was spicy as a mother... So, Tia Carla, thank you for introducing me to the myth, the crunchy treat, the legend, the Cheeto!”

Co-writer Chávez had known Gonzalez for 11 years, she starred in a small project she’d directed ages ago, and they’ve seen each other through the ups and downs of their careers, mirroring each other’s journeys and supporting one another. “We’ve come full circle all over again,” explains Chávez. “When Eva shared Annie’s audition tapes with me, all I could think was, ‘Wow, that’s my girl. Being exactly who I’ve always known she’d been, a movie star.’ She embodies Judy beautifully.”

Gonzalez was an instant fan of Judy Montañez after meeting her. “She’s a powerful queen,” she said. “She is a woman of strong character, of faith, of love, of light, of strength. I think she was the kick starter for him to get his act together.”

“Judy stood by his side and was equal parts superhero,” continues Franklin. “She showed up with all she had and held this man up in partnership as he chased a crazy dream.” They made the choice and commitment to stay together and work through the kinks. And they understood that it takes time.

When filming began in July of 2021 and Montañez visited the set, his first reaction was very emotional. “Am I really reliving my life all over again? When you’re young, you don’t appreciate what all the hardships and challenges will do for you,” he explains. “Years later you realize that all those hard things or difficult times make you strong.”

Garcia and Gonzalez were rehearsing the scene where the couple is in the park handing out bags of Cheetos when they saw Richard and Judy watching them. “They were floored when they saw us,” says Gonzalez. “Judy said, ‘That’s how Richard and I are together’. It was gratifying because I had told her, ‘Yes, it’s about your life, but it’s still a movie. We’re playing versions of you. It’s not going to be exact.’ And she said, ‘No, you’re hitting the nail on the head with a hammer.’”

“Jesse kind of looks like me”, said Montañez, “and the first time I saw him acting as me, it just blew me away. I had tears in my eyes, he was acting the way I acted when I was a teenager, and a young man.”

The film also features strong supporting roles from vets Dennis Haysbert (*Breakthrough*, “24”), Matt Walsh (“Veep”), and Tony Shalhoub (“The Marvelous Mrs. Maisel”, “Monk”). Haysbert, who plays Richard’s mentor from the Frito-Lay factory, Clarence, loved the **FLAMIN’ HOT** script and the message behind it. “My immediate reaction to this story is that anything can happen in this world,” he says. “Imagine a janitor with a certain skill set, and a desire to give himself a better life, comes up with something like this. It’s almost like fantasy.”

Haysbert explains that initially, Clarence is wary of Montañez. He is suspicious of his enthusiasm and motives, but ultimately becomes his supporter and champion. “From what I have gathered from Richard,” he continues, “Clarence was a very bright man who could have been president of the company, but he became Richard’s mentor. Begrudgingly, because he trained a lot of the people that were promoted over him. It’s an old story – and eventually they became really good friends. Richard said he was smart, he was kind, and was tough on him. And that made him a better man.”

Emilio Rivera plays Vacho, Montañez’s father. “Vacho Montañez is an old school street guy,” says Rivera. “He has a big family, and he likes to party and to drink. But he takes care of his family.” Emilio and Richard became fast friends. “Vacho was like my own father,” said Rivera. “In the film, Richard is kind of a cocky kid, but Vacho loves him with all his heart. He just wanted the best for him.”

Longoria wanted to show where Montañez came from and explore the dynamics of his friendships where one of them consistently burns brighter than the rest. His childhood best friend, Tony, is played by Bobby Soto. “Tony is the counterpart of Richard,” says Soto. “When he sees Richard become what he wants to become, that influences him to fight for his dreams and what he believes in.”

Says Longoria, “Every actor brought so much genuine history and texture to their roles. We have actors who have never been in a movie saying, ‘This is my life, this happened to me.’”

THE LATIN EXPERIENCE

Longoria saw that through **FLAMIN’ HOT** there was a chance to straighten out misconceptions about the Hispanic community and the way Mexican-Americans live, especially for people who live in places where there isn’t a large Hispanic population. “Many people are only aware of what they are shown in TV and in films, which is often stereotyped and not produced by Mexican-Americans,” Longoria pointed out. “We need to open a window to people who’ve never looked into our community - show what we eat, what we listen to, what we sound like.”

As an actor, Emilio Rivera was judged by his looks throughout his career, and hopes the **FLAMIN’ HOT** story will show Mexican-Americans in a different light. “People might say, oh, it’s a Cholo movie –

but no, it's not a Cholo movie," said Rivera. "He just happens to be a Cholo, you know what I'm saying? I'm a Cholo. We could dress a certain way, but we're not all killers, drug dealers and wife-beaters".

"It's about unity," said Montañez. "Here is DeVon Franklin, an African American producer, working on a Latino story, it's about coming together. And the guy speaks good Spanish, so that's pretty cool." Adds Haysbert, "This story shows what we can do in this country if we pull ourselves together."

"As a Mexican-American, I didn't even know the story," Longoria admits. "But as soon as I read the script, I knew I wanted to do this film. Montañez' story resonated with me because his story is my story, being underestimated and having the discipline and desire to be more – not have more, but be more".

BIOS

Richard Montañez was a janitor at a California Frito-Lay factory when he conceived his life-changing idea – to create and market a snack targeted to the Mexican American community that was being completely ignored by the corporate giant.

Through a combination of sheer determination, hard work, the love and support of his family, loyal friends and his unshakable faith in himself, Montañez achieved the American Dream, rising to become an executive at Frito-Lay and earning the title “the Godfather of Hispanic marketing”. His awe-inspiring journey has helped carve a path for Mexican Americans generations to come. It’s a true rags-to-riches, come-from-behind, inspiring feel-good movie audiences are hungry for.

ABOUT THE FILMMAKERS

EVA LONGORIA (Director)

Having worked consistently in Hollywood for over 20 years, Eva Longoria has cemented herself as an industry staple known for her work both in front of and behind the camera. Named by *Variety* as one of their most anticipated directors of 2021, Longoria continues to hone her craft, seek new projects, and expand opportunities for others by paving the way for future women and minority producers, directors and industry leaders in Hollywood and beyond.

A highly sought-after director, Longoria will soon make her feature directorial debut with three projects on the horizon, making her the first Latina to direct three major studio films in such rapid succession. As well as directing *Flamin’ Hot*, she is also set to direct workplace comedy *24/7* for Universal Pictures and the female action-comedy *Spa Day* for Sony Pictures. In addition to directing *24/7*, Longoria will star opposite Kerry Washington and serve as an executive producer. She will also produce and co-star in *Spa Day*. Additionally, Longoria directed the documentary *La Guerra Civil*, which will have its world premiere at the 2022 Sundance Film Festival. The film tells the story of boxers Oscar de la Hoya and Julio Cesar Chavez and delves into the historic bout between the two Latino giants. In addition to directing the film, Longoria also executive produced via her UnbeliEVable Entertainment banner alongside DAZN’s Deirdre Fenton and filmmaker Bernardo Ruiz. The film is set to land on DAZN’s Global platform in early 2022. Other past directing credits include the *ESPN 30 for 30* documentary *Versus*, as well as episodes of *Ashley Garcia: Genius In Love*, *Grand Hotel*, *Black-ish*, *The Mick*, *LA to Vegas*, *Jane the Virgin*, *Telenovela*, *Devious Maids*, *Latinos Living the Dream*, and the short films *Out of the Blue* and *A Proper Send-Off*. Longoria was nominated for a 2021 Daytime Emmy for her directing work on *Ashley Garcia: Genius In Love*.

Just as much as she is celebrated for her work behind the camera, Longoria is a beloved actress. She was most recently seen on the big screen in the jazz era film *Sylvie’s Love* opposite Tessa Thompson. From writer-director Eugene Ashe and producer Nnamdi Asomugha, the film premiered at the 2020 Sundance Film Festival, where it was acquired by Amazon Studios. The film went on to be nominated for an Emmy, a Critics Choice Award, and a NAACP Image Award. Longoria can also currently be seen voicing the beloved Carol in Universal’s hit film *The Boss Baby: Family Business*. Up next, she will be seen in Vertical

Entertainment's *Unplugging*, a modern romantic comedy from director Debra Neil-Fisher that tells the story of a sparkless marriage attempting to be saved via a digital detox. Longoria will star opposite Matt Walsh when the film is released in Spring 2022. She will also soon star in Universal's sci-fi action film *Wars of the Worlds* (working title) opposite Ice Cube and directed by Rich Lee, in addition to Iervolino Entertainment's anthology film *Tell It Like a Woman*. The star-studded project is packed with powerful female performers that are also calling the shots behind the camera as well. *Tell It Like a Woman* is a film by women and about women and consists of seven segments, making a feature-length film. The segments are directed by female directors from different parts of the world and were shot in Italy, India, Japan, and the USA. Each segment ranges in genre from drama to comedy, through docudrama and animation. Other stars of the project include Cara Delevingne, Jennifer Hudson, Taraji P. Henson, and more.

No stranger to the small screen, Longoria captured audiences with her starring role in the hit ABC series *Desperate Housewives* for eight seasons opposite Teri Hatcher, Felicity Huffman, and Marcia Cross. It is for her work on the series that earned her and her castmates SAG Awards for "Outstanding Performance by an Ensemble in a Comedy Series" in 2005 and 2006. In 2006, she was nominated for a Golden Globe Award and named the ALMA Awards' Person of the Year. Other past acting credits include *Grand Hotel*, *BoJack Horseman*, *Jane the Virgin*, *Empire*, *Devious Maids*, *Telenovela*, *Brooklyn Nine-Nine*, *The Young and the Restless*, and more.

Through her production company UnbeliEVable Entertainment, Longoria has become one the most significant trailblazers and recently renewed her overall deal with Twentieth Television for another three years. Founded in 2005, the company actively chooses purposeful projects that accurately represent the stories of the Latinx and other underrepresented communities. Last fall, it was announced that UnbeliEVable Entertainment and Viacom CBS' MTV Entertainment Group (MTVE) partnered on a deal as part of an initiative to give more people of color and women a shot at directing made-for-television movies. As part of this new pact, MTVE is pairing Longoria and other A-List producers with first time BIPOC and women directors. UnbeliEVable Entertainment recently produced their first film under the deal called *Let's Get Merried*, which will air this winter as part of VH1's holiday season slate and features a Latina first time BIPOC director, director of photography, and primarily diverse cast. The ABC series *Grand Hotel*, was the first major network drama to feature a predominately Latinx cast and female directors. It was recently announced that UnbeliEVable Entertainment will partner with Forest Whitaker's Significant Productions to produce *Chicano*, a multi-generational drama centering on a Mexican-American family that immigrates to Los Angeles in pursuit of the American Dream, for ABC. In addition, Grace Parra Janney and Josh Bycel are developing a single-camera comedy for ABC with UnbeliEVable Entertainment, inspired by the former's own large Mexican-American family in Texas. The half-hour series is a multi-generational comedy is about an upper-middle-class family handling grief, identity and a reevaluation of their roles following the death of the family's patriarch. Longoria and her team also recently announced that they are developing Carlos Hernandez's award-winning book *Sal & Gabi Break the Universe* as part of a deal between their UnbeliEVable Entertainment and Disney Branded Television. In 2020 the production company produced the special *Essential Heroes: A Momento Latino Event* to celebrate Latinx culture, shed a light on those in the community who have been impacted by COVID-19, and highlight our essential workers for CBS. Other upcoming projects include the HBO film *A Class Apart*, which tells the incredible true story of a group of Mexican Americans fighting for their civil rights during a landmark case that leads

all the way to the Supreme Court, and Sarah Rothschild's *Before I Forget* for Amazon with Marc Webb directing. The company's past credits include the Emmy Award nominated Netflix documentary *Reversing Roe*, Lionsgate's *John Wick*, NBC's comedy *Telenovela*, and the American Latino Media Arts (ALMA) Awards. Longoria's other past producing credits include *Devious Maids*, *Mother Up!* and *Ready for Love*.

Recently named by *People Magazine* as one of the Women Changing the World, Longoria is a dedicated philanthropist and activist who has consistently lent her voice to the issues she is passionate about, ranging from immigration to reproductive rights. In 2006, she co-founded the nonprofit Eva's Heroes, which operates out of San Antonio, Texas and is dedicated to enriching the lives of those with intellectual special needs by providing an inclusive setting built on the tenets of: interact, grow, learn and love. Committed to empowering Latinas everywhere, Longoria established the Eva Longoria Foundation (ELF) in 2012 to help Latinas build better futures for themselves and their families through educational programs, scholarships, mentorship and entrepreneurship. In addition to her own foundations, Longoria founded Time's Up with Reese Witherspoon, Natalie Portman and other leading Hollywood women; launched The MACRO Episodic Lab Powered by The Black List with Charles D. King, Lena Waithe and Franklin Leonard to discover, support and empower storytellers of color who typically do not have access to the traditional Hollywood system; and the co-founder of the Latino Victory Fund, which is a movement that builds power in the Latinx community to ensure their voices and values are reflected at every level of government and in the policies that drive our country forward. In response to President Trump's immigration policies, Longoria used the birth announcement of her son to bring awareness to families who have been separated at the border. Following the El Paso, Texas shootings and Mississippi ICE raids, Longoria joined forces with America Ferrera, Diane Guerrero and Mónica Ramírez to organize #QueridaFamiliaLatina, a letter of solidarity signed by over 200 Latinx artists and community leaders that was published in The New York Times, La Opinión, El Nuevo Herald and El Diario. With Henry Muñoz she launched Momento Latino, which is a growing coalition of Latinx activists, leaders, artists and allies lifting their voices and pushing for change for the community with so many inequities exacerbated by the COVID-19 pandemic. Together with America Ferrera, Alex Martínez Kondracke, Carmen Perez, Christy Haubegger, Elsa Collins, Jess Morales Rocketto, Mónica Ramírez, Olga Segura, and Stephanie Valencia in 2019, Longoria launched Poderistas, a new digital lifestyle community and media platform that inspires, affirms, and informs Latinas to leverage their power in a way that transforms their lives, families and community. Also in 2020 she served as host of the opening night of the Democratic National Convention, actively campaigned on behalf of Biden/Harris, working to get out the Latino vote, and participated in the official Inauguration celebrations as co-host of the primetime special *Celebrating America*, alongside Tom Hanks and Kerry Washington.

In September 2021, Longoria launched Casa Del Sol tequila, a luxury sipping Tequila, inspired by the magic of golden hour and the legend of the Aztec goddess of agave, Mayahuel. As a Mexican-American, she is proud to be a co-founder of a brand with authentic Mexican roots with a strong female influence. Casa Del Sol prides itself on its long-standing roots in Mexico, through its team of talented professionals who have worked under the tutelage of some of the pioneers of Tequila and whose family was instrumental in the rise of the category. Casa Del Sol was influenced by the late tequila pioneer and master distiller Francisco Alcaraz. Casa Del Sol introduces Alejandra Pelayo, Casa Del Sol's head of production, and Mariana Padilla as the brand's Artesana Tequilera to celebrate the "Art of Tequila". The daughter of Paco

Padilla, cultural ambassador of Jalisco Mexico, Padilla oversees the integrity of Casa De Sol's heritage and product development. Casa Del Sol's tequila is made from hand-selected 100% Blue Weber agave that is sustainably grown and sourced from rich clay soil in the highlands of Jalisco, Mexico.

Longoria has served as a Global Brand Ambassador for L'Oréal Paris for over 15 years. A frequent director of the brand's commercials, she recently upped the ante by self-directing the first ever hair color TV commercial created at home on a smartphone during the COVID-19 pandemic. She also currently has a shoe line with Eobuwie and Modivo sold in Eastern Europe, and is a *New York Times* bestselling author for her cookbook *Eva's Kitchen*. Additionally, she will be launching a podcast in 2022 in partnership with iHeartRadio.

While working full time on *Desperate Housewives*, Longoria earned her master's degree in Chicano Studies from California State University, Northridge in 2013. She wrote her thesis on "Success STEMS from Diversity: The Value of Latinas in STEM Careers". She received her Bachelor of Science in kinesiology at Texas A&M University-Kingsville. A native of Texas, Longoria currently resides in Los Angeles with her family.

DEVON FRANKLIN (Producer)

DeVon Franklin is a filmmaker, an award-winning author, a motivational speaker and actor. He began his film career as an expert marketing executive for Sony Pictures. He began producing with the award winning *Miracles from Heaven*. His other film credits include *The Star* and *Breakthrough*, with several films and TV projects in development under his Franklin Entertainment banner. His award winning books include, *Produced by Faith*, *The Truth about Men*, *The Wait*, *The Success Commandments* and his latest *Live Free*.

FEDERICO CANTINI (Director of Photography)

Born and raised in Buenos Aires, Argentina, Federico's interest in photography started when he was a kid, and his uncle gave him an old video camera. He turned the camera on and transformed his house into a set. Now after more than a decade working around the world, the film set is his home.

His formal training began when he studied cinematography at Universidad del Cine in Buenos Aires. Immediately after graduating, he started shooting commercials, short films, and music videos. World traveler at heart and soul, Cantini expanded his career across five continents balancing commercials and features varying in scale from major productions to small run-and-gun passion projects. No matter the size or form, he just loves to be on a set and a part of a creative team. His other film credits include *Give or Take* and *Unplugging*.

BRANDON MENDEZ (Production Designer)

Brandon Mendez began his production design career in the music video scene in 2012 having designed high profile projects for artists such as Eminem, Maroon 5, Justin Bieber, Ariana Grande, Billie Eilish, and

Dua Lipa. His collaborations on those trend-setting projects with directors Warren Fu, Colin Tilley, Rich Lee, and Jessy Terrero led him down the path to designing large scale national commercials for brands like Gatorade, Ford, Adidas, and many more.

In 2020, Beyoncé Knowles took notice of Brandon's exquisite design eye and asked him to help her, along with a host of other incredible directors and designers, to create segments for her feature-length visual album that would soon be titled *Black is King*. The film went on to earn a Primetime Emmy nomination, ultimately winning an Art Directors Guild Award for their efforts.

Acclaimed director Rodrigo Garcia turned to Brandon in 2019 to design his feature film *Four Good Days*, starring Mila Kunis and Glenn Close. Based on a true story by Pulitzer Prize-winning Washington Post writer Eli Saslow, the powerful drama premiered at the 2020 Sundance Film Festival garnering accolades for its poignant and realistic depiction of the sadly all too common issue of addiction.

Since then, Brandon has continued to keep a foot in both the short-form and long-form worlds. His attention to textures and patterns helps him keep the world-building he does so well both grounded and authentic.

CABOT MCMULLEN (Production Designer)

A native of Boston by way of Los Angeles, Cabot McMullen is a designer who began his career working for famed architect Vladimir Kagan in New York City. A passionate interest in storytelling led him to become a Set Designer for the New York Stage, both On and Off Broadway and later an accomplished Production Designer for Film and Television. The mix of Architectural Reality and Theatrical Exuberance established in early days can still be felt in his recent work for high profile brands across all platforms. Based in Los Angeles, national and international assignments are still part of his routine. A diversity of experience has always propelled him forward, giving perspective to his creative process, making form and space out of fleeting ideas.

McMullen has been a Production Designer and creative partner on sixteen feature films, hundreds of commercials and thousands of episodes of television, all while collaborating with some of the most talented Directors, Producers and Performing Artists of a generation. Classically trained with degrees in Fine Art and Architecture Cabot takes a multidisciplinary approach to design, the range and skill set he brings to film work is extensive.

ELAINE MONTALVO (Costume Designer)

Elaine Montalvo has costume designed over thirty feature films including *Real Women Have Curves*, *A Better Life*, for which Demian Bichir was nominated for an Academy Award, and the upcoming *One True Loves* starring Simu Liu and Phillipa Soo. Montalvo is Mexican American from Central California where her parents provided by working in the agricultural fields of the San Joaquin Valley. Despite modest financial resources, education and achievement were always emphasized in her home. She studied Film and Psychology at UC Berkeley and received her Master of Fine Arts from the California Institute of the Arts in

Costume Design and Creative Writing. Montalvo brings a deep level of insight and commitment to every project.

ABOUT THE CAST

JESSE GARCIA (Richard Montañez)

Jesse Garcia is an American actor best known for his award-winning film *Quinceañera* written and directed by Wash Westmoreland and Richard Glatzer, executive produced by Todd Haynes. The film won both the Grand Jury Prize and the Audience Award at the 2006 Sundance Film Festival in the Dramatic Independent Feature Competition. Garcia won Best Actor at the 2007 ALMA Awards for his role as Carlos, a troubled gay teenager. In 2012, Garcia played a supporting role in *The Avengers*, in addition to roles in *Alexander and the Terrible, Horrible, No Good, Very Bad Day* and *Manifest Destiny*, directed by Michael Dwyer and Kaitlin McLaughlin, which premiered at the 2015 LA Film Festival. Garcia played Ranger Freddie Gonzalez in the El Rey Network's *From Dusk Till Dawn: The Series*. He was also seen in the Michael Bay blockbuster, *Ambulance*, opposite Jake Gyllenhaal.

His television work also includes Edward James Olmos' movie *Walkout* for HBO, recurring roles on *Sons of Anarchy*, *Terminator: The Sarah Connor Chronicles* and *The Shield*. Next, he will be seen opposite Jennifer Lopez in director Nicki Caro's upcoming Netflix movie, *The Mother*. He also just wrapped the Amazon pilot *Once Upon A Time In Aztlan* opposite George Lopez. Before that, he shot the new season of *Narcos*.

ANNIE GONZALEZ (Judy Montañez)

Annie Gonzalez is a proud Chicana actress, singer, and dancer and East Los Angeles native. For over a decade, Gonzalez has brought her charisma, beauty, comedic timing, and strong dramatic performances to projects that continue to cement her as one of Hollywood's new leading talents. Gonzalez began her career in entertainment at age 10 when she became one of the original dancers on JammX Kids for Warner Brothers, and she hasn't stopped since. Gonzalez has landed roles in popular television series such as Showtime's *Shameless*, FX's *American Horror Story*, Amazon's *Good Girls*, and Starz's *Vida*.

Gonzalez currently stars in Netflix's hit show *Gentefied* and can next be seen in *East of the Mountains*, alongside Mira Sorvino and Tom Skerritt. An outspoken advocate for civil rights and Latinx culture, Gonzalez also has a YouTube channel where she shares her thoughts on spirituality, self-love, peace, positivity and living life as a Chicana. Gonzalez currently resides in Los Angeles.

DENNIS HAYSBERT (Clarence C Baker)

Dennis Haysbert captured the attention of audiences and critics alike with his groundbreaking role as President David Palmer on FOX's hit series *24*, for which he received his first Golden Globe nomination, and two Screen Actor Guild nominations. He starred in the CBS series *The Unit*, which continues to be an iconic and culturally relevant television show.

Haysbert was most recently seen starring in HULU's thriller *No Exit*, and season 5 of Netflix's *Lucifer*.

His film projects include Paramount's *Playing with Fire*, FOX's *Breakthrough*, Columbia Pictures *The Dark Tower*, Netflix's romantic comedy *Naked*, Warner Bros comedy *Fist Fight*, Magnolia Pictures'

Experimenter, Seth MacFarlane's *Ted 2*, Sony's *Crackle*, *Dead Rising: Watchtower*, Paramount Picture's *Men Women & Children*, Lionsgate's *Dear White People*, as well as, Screen Gems,' romantic comedy *Think Like a Man Too*. Additional films include, *Sin City: A Dame to Kill For*, *Life of a King*, *Welcome to the Jungle*, animated film *Mr. Peabody & Sherman*, *Wreck-it Ralph*, *LUV*, *Kung Fu Panda 2*, *The Details*, *Breach*, *Jarhead*. *Love and Basketball*, *Absolute Power*, *Love Field*, *Major League*, *Heat*, *Random Hearts*, *What's Cooking*, *Waiting to Exhale* *The Thirteenth Floor*, *Navy Seals*, *Suture*, and *Sinbad Legend of the Seven Seas*. Haysbert has also appeared on the small screen in the critically acclaimed CBS production *Now and Again* and Syfy's *Incorporated*.

In 2015 Haysbert was given the honor of becoming the newest voice of NBC News *Meet The Press*. Born and raised in Northern California, Haysbert began acting with a television role on an episode of the Emmy-winning *Lou Grant*.

He is active in the fight against AIDS and in 2000 was spokesperson for the Harlem Health Expo Break the Silence as well as The Western Center on Law and Poverty. He has done many USO tours, most recently in Italy, Germany, Southwest Asia, Afghanistan and aboard a Naval Ship. Haysbert lives in Los Angeles.

MATT WALSH (Lonny Mason)

Matt Wash is a two-time Emmy-nominated actor from HBO's award-winning comedy series *Veep*. He is also one of the UCB 4, the founding members of the famed national improv-sketch comedy theatre Upright Citizens Brigade. UCB is based in Los Angeles and is the largest unaccredited university in the nation teaching improv performance and sketch writing technique.

He can y recently seen in the film *Unplugging*, a comedy about a married couple who tries to put down their digital devices for one weekend to help revive their marriage. Walsh produced, co-wrote and stars in the movie opposite Eva Longoria. Walsh also just finished filming *Not An Artist*, where he plays a recently retired family physician, who out of boredom, decides to bring himself and his RV to the Artist In Residence program where his daughter is trying to become a writer. Walsh also wrote, produced and co-stars in the movie. He can be seen in the latest *Father of the Bride* film released in 2022.

In addition to his film and TV work, Walsh is a charitable founder of Gender Nation, which puts LGBTQ affirming books in elementary schools around the country. He also organizes an annual golf charity tournament called the Turkey Bird Classic, which benefits Defy Ventures, an organization that helps formerly incarcerated men and women "transform their hustle," teaching them skills and providing education and mentorship that gives them a second chance at life.

Walsh currently resides in Los Angeles with his wife Morgan Walsh and their three children.

TONY SHALHOUB (Roger Enrico)

Tony Shalhoub is a Tony Award, Golden Globe Award and Emmy Award winning actor with a diverse and extensive resume.

On the Broadway stage, Shalhoub most recently starred in David Cromer's *The Band's Visit* at The Ethel Barrymore Theater, winning a Tony for Best Performance by a Leading Actor in a Musical. Prior to that, he starred in Terry Kinney's revival of Arthur Miller's *The Price* opposite Mark Ruffalo and Danny DeVito. Shalhoub's other theater work includes starring in the Broadway productions of *Act One*, *Golden Boy* and *Conversation With My Father*, receiving Tony Award nominations for each performance. He also appeared opposite Diane Lane in Lincoln Center's Off-Broadway production of *The Mystery Of Love & Sex*.

Shalhoub is perhaps best known for his work as the obsessive-compulsive detective Adrian Monk in the hit television series *Monk* for which he won a Golden Globe Award, three Primetime Emmy Awards as well as two SAG Award for his work on the show.

Shalhoub can be seen on the third season of the Amazon series *The Marvelous Mrs. Maisel*, for which he has previously won the Emmy for Best Supporting Actor in a Comedy Series. Additional television credits include *Braindead*, *Nurse Jackie*, *Too Big To Fail* and *Wings*.

Shalhoub's film credits include Stanley Tucci's *Final Portrait* with Geoffrey Rush and Armie Hammer, *The Assignment*, *Pain & Gain*, *Men In Black I And II*, *Galaxy Quest*, *The Siege*, *The Man Who Wasn't There*, *Big Night* as well as voicing the character of 'Luigi' in the *Cars* franchise.

BOBBY SOTO (Tony Romero)

Bobby Sotto stars in Season 2 of Netflix's *Narcos: Mexico*. Most recently he was seen in Scott Teems' *The Quarry*, opposite Michael Shannon and Shea Whigham, which was released earlier this year by Lionsgate. Sotto starred as the lead in David Ayer's latest film *The Tax Collector*, opposite Shia LaBeouf, which was released Fall 2020.

PEPE SERNA (Abuelito)

The veteran character actor was recently seen in Gloria Calderone Kellett's series "With Love" for Amazon Studios. He is currently appearing in Alexander Kotcheff and Hannah Leder's award winning film *The Planters*. Serna may not be a household name, but he is definitely a familiar face. Serna's credits include Dalton Trumbo's *Johnny's Got His Gun*, John Schlesinger's *Day Of The Locust*, Henry Hathaway's *Shootout* opposite Gregory Peck, Mike Nichol's *Postcards from the Edge* opposite Meryl Streep, Lawrence Kasdan's *Silverado* with Kevin Costner and Edward James Olmos's *American Me*.

Serna is best remembered for his role as Angel, the doomed Cuban refugee buddy of Al Pacino's Tony Montana, who meets his demise at the end of a buzz saw in Brian de Palma's classic *Scarface*. He is also known for his memorable comic turns in such films as *Car Wash* and *The Jerk*.

It's that unmistakable face that instills an authentic everyman quality into these eclectic collections of supporting characters in over 100 films and 300 episodic television credits.

He's stepped out front recently with two feature films *Man From Reno* and last years' satirical comedy *Downsizing* directed by Alexander Payne.

The Multi-talented Serna is a nationally recognized acting coach and motivational instructor. He is also an internationally renowned artist who has exhibited his work in galleries in New York and Dubai.

EMILO RIVERA (Vacho Montañez)

Emilo Rivera is a prime example of how turning one's life around can make dreams a reality. Growing up in a rough and impoverished neighborhood, Rivera turned to wild and reckless behavior during his teen and young adult years. However, he found discipline and true passion through the art of acting. After years of hard work and perseverance, he has become a well-known name in the industry, and his resume continues to grow.

A few of Rivera's most notable films include Steven Soderbergh's award-winning *Traffic* and David Ayer's *Street Kings* with Keanu Reeves, Forest Whitaker and Hugh Laurie. Rivera also played Paco the Hitman in Michael Mann's *Collateral*, starring opposite Jamie Foxx and Tom Cruise. He can be seen in F. Gary Gray's *A Man Apart*, starring opposite Vin Diesel, *High Crimes* opposite Ashley Judd and Morgan Freeman, and Nick Lyon's *Bullet* opposite Danny Trejo, as well as the blockbuster films *Venom*, *3 From Hell*.

Rivera is perhaps best known for playing the starring role of Marcus Alvarez on FX's *Sons of Anarchy*, as well as being a series regular on its spin-off, *Mayans M.C.* He also played beloved character Chivo in his recurring role on the hit Netflix series *On My Block* which recently aired its series finale, and recurring as Alejandro Zuniga on BET's *Family Business*.

Rivera's hard work and dedication to his career has allowed him to juggle recurring roles on both Amazon's *Hand of God*, the FOX series *Gang Related*, and the Syfy channel's zombie apocalypse series, *Z Nation*, where he plays Hector "Escorpion" Alvarez. He recurred on the second season of Bounce TV's *Saints & Sinners* and in the films *48 Hours to Live* with James Maslow and Tommy Flanagan, *Badsville* opposite Robert Knepper, and *Loca* with Danay Garcia. In addition, he has begun developing one of his own feature film projects.

Rivera's decision to learn from his past and pursue his passion has led to continued success and a promise of more to come in the future.

VANESSA MARTINEZ (Concha Montañez)

Vanessa Martinez' career began in Dallas, Texas at the age of eleven. Her first big break came after a statewide casting call for the Emmy nominated mini-series, *Streets of Laredo*, where she was cast as Teresa Garza, a young and spirited blind girl. Following *Laredo*, John Sayles cast her as the Young Pilar in his Academy Award Nominated film *Lone Star*. From there, Martinez became his muse, writing the role of Noelle for her in his award winning film *Limbo*, in which she was nominated for an Independent Spirit Award for Best Supporting Actress. She also appeared in John's *Casa de los Babys* and his most recent

film, *Go For Sisters*. Vanessa has continued her work with prestigious directors, such as Gavin O'Connor in *Warrior*, opposite Tom Hardy and Nikki Caro in *McFarland, USA* opposite Kevin Costner.

JIMMY GONZALES (Hector Morales)

Jimmy Gonzales can be seen as the lead in Netflix/Endeavor Content's *Blue Miracle* opposite Dennis Quaid, and as one of the leads of Amazon's *Once Upon A Time In Aztlan*. He is a recurring guest star on FX's *Mayans*.

Other TV credits include recurring guest stars on AMC's *Lodge 49*, AMC's *The Walking Dead*, The CW's *Containment*, NBC's *Game Of Silence* and David E. Kelley's *Mr. Mercedes*.

Recent feature film credits include supporting roles in Michael Dougherty/WB's *Godzilla: King Of Monsters* and Scott Teems/Lionsgate's *The Quarry* opposite Michael Shannon and Shea Whigham.

ERIC MARQ (Nacho)

Eric Marq is known for his ability to lose himself in the life of his characters. Raised in the small town of Palm Springs, California, Eric attended College of the Desert, where he quickly discovered his love for Film and Television.

FABIAN ALOMAR (Pablito)

Fabian Alomar is a Los Angeles native from Echo Park and is best known as a professional skateboarder and Latino actor. His skateboarding career began in the early '90s and by 1996 he became a professional skateboarder traveling throughout the United States and abroad. Upon his return to the States, he was offered roles in a few movies and the rest became history. Recently seen in the TV series *Mayans M.C.* as the Portland President. His other credits include the TV Mini-Series *JOY, All About the Money, Check It Out!* with Dr. Steve Brule, *Delirium, Die Fighting, The Attack of the 30 Foot Chola, The Lines in Their Faces, DGK: Parental Advisory, Noobz, Something Wicked Dwells, Loiter Squad, Kidnapped Souls, Goldilocks, Set Free, The Protector, Walk Away, America's Most Wanted: America Fights Back, 1000 Ways to Die, Joshua Tree,* and *Southland*.

Alomar believes strongly in Community outreach where he continues to mentor local youth groups in the art of skating, as well as acting. Giving back is the paramount and fiber of who he is and why Fabian is often heard saying how very different his career is than most skaters'. His acclaimed *Cholos Try* videos is where he was discovered and continue to receive millions of view today.

HUNTER JONES (Lucky Montanez)

Hunter Jones is best known for his recurring role of Will Thomas in the final season of FOX's *Gotham*. Other notable credits include guest starring roles on NBC dramas *Chicago P.D.* and *Manifest*, and short films *Still* and *Small Engine Repair*. When he isn't acting, Jones can be found playing sports, gaming,

traveling and hanging with his pups Paris & Rome. He also works very closely with his sister, Elladia, with Beyond Type 1, an organization that brings awareness to Type 1 diabetes.