

LARISSA LAM & ONLY WON
present

THE
FINDING CLEVELAND

— EXPERIENCE —

CHURCH EVENT PROPOSAL

FINDINGCLEVELAND.COM



ABOUT THE EVENT

The husband-wife team of Larissa Lam and Baldwin Chiu are partnering with various churches and organizations to host the “Finding Cleveland” Experience. This “Experience” consists of a screening of their documentary short film, Finding Cleveland, paired with musical performances and a discussion time with Q&A about the film and the issues it explores. The goal is to provide a quality outreach to the community program that draws people to a church or fellowship that they normally may not attend.

PURPOSE OF EVENT

- Provide an entertaining, uplifting and educational multi-generational program for the community
- Educate people on the historical role of the church and Chinese in America
- Share an emotional testimony that gives glory to God
- Spark further conversation about faith
- Introduce new people to the hosting church and its ministries serving the community



"An emotionally gripping tale, FINDING CLEVELAND documents truth in a fascinating story where fact is stranger than fiction. A pilgrimage of a Chinese American family to the Mississippi Delta in search of ancestral roots leads providentially to intriguing and enlightening discoveries about family history."

— Dr. John Jung, author of *Chopsticks in the Land of Cotton & Southern Fried Rice*

ABOUT THE FILM*

Finding Cleveland is an award-winning documentary short film that is a powerful testimony to God's faithfulness through generations. The film follows Charles Chiu and his family on an emotional journey as they take a trip to Cleveland, Mississippi to visit the gravesite of Charles' father, KC Lou. In less than 48 hours, Charles has many surprising encounters with the local townspeople, who help fill in some blanks about the father he never knew. He also learns of the Chinese Exclusion Act, a discriminatory law against Chinese immigrants, the struggles his father faced in a pre-civil rights era, and how the early church served this community during this time.

**The film is available to be screened with Chinese subtitles*



AWARDS & HISTORY

In the past year, *Finding Cleveland* has been seen by diverse audiences in cities across the U.S. including:

New York, NY
Washington, DC
Los Angeles, CA
Cleveland, OH

Cleveland, MS
Boston, MA
Memphis, TN
Philadelphia, PA

Rockville, MD
Dallas, TX
Greenwich, CT
San Francisco, CA

Finding Cleveland has been the official selection at numerous film festivals across the country and won the following awards:

2016 Oxford Film Festival - BEST DOCUMENTARY

2016 Asians on Film Festival - BEST DOCUMENTARY

2016 Dallas Asian Film Festival - SPECIAL JURY PRIZE

2016 Sacramento International Film Festival - OUTSTANDING FILM



ABOUT THE FILMMAKERS



LARISSA LAM
Director-Composer

Larissa Lam is an award-winning singer, songwriter and director. She is also a worship leader and TV/radio host. She is on staff with Artists in Christian Testimony International, an arts missions sending organization and has ministered across the U.S. and Asia at over 400 churches. She has been part of the Lausanne Movement Young Leaders Gathering and is a frequent presenter at missions conferences.

She has released four critically acclaimed solo albums and has written music for various TV programs like The Oprah Winfrey Show. She co-hosts an advice show for young adults, UTalk Radio, with Christian author, Steve Russo. For nine years, she co-hosted a weekly youth talk show, "Top 3," on JUCE TV (formerly JCTV) alongside Rich Wilkerson, Jr. and Reba Toney. On the show, she interviewed prominent Christian leaders and speakers such as Erwin McManus, Josh McDowell and Nic Vujicic.

She is originally from Diamond Bar, CA and has a degree in Business Economics from UCLA. She was baptized at Chinese Baptist Church of Orange County and previously served as the drama director there.



BALDWIN CHIU
Producer

Only Won (aka Baldwin Chiu) is a rapper, actor, producer and lyrical engineer who gained recognition for his viral videos, "Cantonese Boy", "12 Days of DIM SUM" and "I Wanna Be an Engineer," which became a Youtube hit and captured the attention of the White House. He subsequently became a spokesperson for their national "Stay With It" campaign. Only Won stars in several videos promoting careers in engineering for the campaign.

Baldwin attended Sacramento State University and is a professionally licensed mechanical engineer. He was born in San Francisco and spent most of his life in Sacramento. His family attended the Salvation Army and Laguna (Sacramento) Chinese Baptist Church. He helped plant New Hope Community Church in the inner city neighborhood of South Sacramento. In addition to music, Only Won is a producer and professional actor who has appeared in The Pursuit of Happyness, The Hulk, and The Matrix.

He and Larissa currently attend Mosaic Church in Hollywood, CA.

OVERVIEW OF EVENT



schedule outline

- 20-25 minute musical performance by Larissa Lam and Only Won
- 15 minute film presentation of "Finding Cleveland"
- 10-15 minute post-film discussion by filmmakers
- 20-30 minute Q&A with audience
- Total event time would be about **75-90 minutes**

venue requirements

- Capability to display digital media onto large format screen to accommodate viewing
- Sound system with adequate monitors and minimum of 2 Microphones (wireless preferred)

PARTNERS & SPONSORS

FINDING CLEVELAND has worked with many wonderful churches and organizations to bring its story to audiences around the country such as:

- First Chinese Baptist Church - New York, NY
- Chinese Community Church - Washington, DC
- Chinese Bible Church of Maryland - Rockville, MD
- Bread of Life Church - Torrance, CA
- Laguna Chinese Baptist Church - Sacramento, CA
- Oakhurst Baptist Church - Clarksdale, MS
- First Chinese Baptist Church - Los Angeles, CA



AS SEEN ON



NBC NEWS



FINDING CLEVELAND has been featured on numerous media outlets. Visit our website to see interviews and articles.

FINDINGCLEVELAND.COM

BUDGET

The budget for the event will vary but we generally ask to cover travel costs for Larissa Lam and/or Baldwin Chiu plus an honorarium. Other variables include whether a full band is used for the musical performances. Contact us to discuss options further.

MARKETING

Our team will help advise on how to effectively market the event and promote the event through our social networks. Suggested marketing tools include but are not limited to the following:

- Email announcement to member and mailing lists
- Flyers/posters distributed at your church and local businesses
- Website announcement, Facebook invites and social media posts
- Community event listings on local public radio, TV and news websites
- Partnering with additional organizations
- Inviting schools and teachers

People of all ages and ethnic backgrounds have attended past Finding Cleveland Experiences. The event is family friendly but we suggest audiences age 8 and up.





TESTIMONIALS

"Understanding our unique heritage as Asian Americans increases our sense of identity and mission. Our church was deeply honored and pleased to host the Finding Cleveland Experience! The blend of a heart-moving personal documentary, powerful and pensive musical presentations, and a stimulating Q/A session with the audience combined together for a memorable evening that prompted us to consider our own personal story!"

- *Pastor Daniel Low, Bread of Life Church, Torrance, CA*

"Finding Cleveland was an epic experience! Larissa and Baldwin are riveting! The film is inspiring! Moving us from sadness to gladness, from pain to perseverance, showing us how to make a difference no matter the prejudice. An overcoming story everyone should see and hear!"

- *Pastor Jimmie Davidson, Saddleback Church, Lake Forest, CA*

"The movie was emotional & educational & inspiring. Loved the mini concert as well. Grateful for Larissa & Baldwin for their ministry. My family loved it. A great bit of history. A must see film!"

- *Margaret Yu, National Executive Director Epic Movement*

"IT IS POWERFUL. It moved me in a way I didn't expect. I learned a lot about the history of Chinese in this country and their challenges."

- *Gary Davis, Mayor of Elk Grove, CA*

"This is an overlooked piece of the complex racial history of the United States. *Finding Cleveland* reveals stories of immigration, identity, race and ultimately answering the difficult question: 'Who are we?'"

- *Dr. Robert Voss, Professor of American History at Northwest Missouri State University*

CONTACT & LINKS

BALDWIN CHIU

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LARISSA LAM

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To view the *Finding Cleveland* trailer and learn more about the film:

www.findingcleveland.com

To view the Finding Cleveland Experience Church Outreach Kit:

findingcleveland.com/fcxchurch

Facebook & Instagram [@findingcleveland](#)

Twitter [@findcleveland](#)

To learn more about Larissa Lam and Only Won's ministry

www.onthewayup.net

