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## MOVIES FOR EVERYONE

### The very latest flicks, now showing in Spanish

#### Theaters reach 'underserved market' with timely releases

By **JENALIA MORENO**  
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HOMEMAKER Erika Castellanos took her 5-year-old daughter Elizabeth to see an English version of the Disney film *Chicken Little* when it opened. But she didn't enjoy the movie much.

"I was asleep in the theater because I only understood a little bit," Castellanos said in Spanish.

A few weeks later, she and Elizabeth saw the film again as part of a school field trip for students enrolled in a bilingual program. This time, the chicken warned that the *cielo* was falling, as the movie was dubbed in Spanish.

"Now, I understood it," Castellanos said after watching the movie that played at Pasadena's Cinema Latino, a six-screen theater owned by Sonora Entertainment.

Officials with Denver-based Sonora are basing their business plan on moviegoers like Castellanos — a growing population of Spanish speakers who want to catch the buzz on the latest blockbusters instead of waiting months for the movie to be released on a DVD with Spanish options.


"We knew if we could open films like *Chicken Little* on the same day as the general market, we could be successful," said Anne Tengler, Sonora's president, as she sat inside the Pasadena theater in a shopping center near a taqueria and other businesses catering to the area's growing Hispanic population.

So Sonora officials negotiated with Hollywood studios to rent them the Spanish dubbed or subtitled films they produce at the same time as the English versions. Studios had simply sent those Spanish versions to Latin America, bypassing filmgoers on this side of the U.S.-Mexico border.

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