



For Immediate Release

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*Photos available upon request*

**PAUL S. FLORES and THE SAN FRANCISCO INTERNATIONAL ARTS FESTIVAL  
PRESENT**

## **PLACAS: THE MOST DANGEROUS TATTOO**

### **A SACRAMENTO PREMIER**

**In association with Building Healthy Communities Sacramento, Brown Issues, and  
La Raza Galeria Posada**

***LIMITED ENGAGEMENT! Two Performances Only: November 13-14***

SACRAMENTO—October 5, 2014 – **PLACAS: The Most Dangerous Tattoo**, a play by Paul S. Flores, will make its Sacramento debut on Thursday, November 13, 2014 with a second performance on Friday, November 14, 2014. Performances take place at 7:30PM at The Crest Theater, 1013 K Street, in downtown Sacramento.

**WHAT:** ***PLACAS: THE MOST DANGEROUS TATTOO***  
***a play by Paul Flores***

**WHO:** **Starring Ricardo Salinas, Fidel Gomez, Luis “Xago” Juárez,  
Xavi Moreno, Sarita Ocón, Vivia Font**

**WHEN:** **Thursday, November 13, 2014**  
<http://www.ticketfly.com/purchase/event/700319>  
**Friday, November 14, 2014**  
<http://www.ticketfly.com/purchase/event/701039>

**TIME:** **7:30PM**

**WHERE:** **The Crest Theatre  
1013 K. St.  
Sacramento, CA 95814**

**TICKETS:** **Advance purchase \$15-\$20; At the door \$20-\$25;  
\$5 off discount for students and groups.**

**INFORMATION:** **For info call 415-399-9554 or visit [www.sfiarf.org/placas](http://www.sfiarf.org/placas)**

**Video link for PLACAS:** <http://youtu.be/TA0mgzS5h4I>

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### **ABOUT PLACAS THE PLAY**

Developed with and directed by Cornerstone Theatre Company artistic director Michael John Garcés, **PLACAS** (barrio slang for body tattoos) is a bilingual tale of fathers and sons, transformation and redemption that illuminates one man's determination to reunite his family after surviving civil war in El Salvador, immigration, deportation, prison and street violence. **PLACAS** stars Ric Salinas of **CULTURE CLASH** as Fausto "Placas" Carbajal, a Salvadoran immigrant who tries to reclaim his family while letting go of his gangbanger past.

**PLACAS** is written by acclaimed spoken word artist Paul Flores. Flores interviewed more than 100 gang members, parents and intervention workers in the Bay Area, Los Angeles and El Salvador to develop material for the script. Ric Salinas, a founding member of the critically acclaimed performance group Culture Clash, plays Fausto Carbajal, a role loosely based on the experiences of ex-gang member Alex Sanchez, founder of the Los Angeles based non-profit Homies Unidos.

### **ABOUT PLACAS THE WORD:**

In street culture, *placas* signify an individual member's unswerving loyalty to the gang and also serve as a mechanism to create a new identity. Using Fausto's tattoos as a metaphor, **PLACAS** explores the process of tattoo removal as one possible path for former gang members to move forward. Laser tattoo removal is a complicated and painful procedure that can take years to conclude, and it is especially risky for ex-gang members because their former comrades see it as betrayal and may target those who seek treatment. Partly because of this risk, gang prevention workers, police, probation officers, judges and caseworkers see tattoo removal as a legitimate step gang members can take toward reintegrating into civil society.

"Living in San Francisco in the eighties, the time when the war sent many refugees to places like San Francisco's Mission District, I saw first-hand how this wave of immigrants impacted the neighborhoods and how the realities of trying to adapt to living in the U.S. impacted Salvadorans," said Salinas, who was born in El Salvador. "I was almost killed trying to prevent gang violence in front of my home in the Mission, so it is something I have first-hand experience with. I agreed to play Fausto because I'm hoping that by telling his story, it will allow audiences, old and young, to experience and learn about the consequences when loved ones become caught up in gang activity."

"What a gang member has to go through to be human is huge," Flores explained in an interview with the San Francisco Chronicle. "There's a mangled sense of identity, of life outside the gang clashing with the code of the gang. How do you recover from that? How does a man like Fausto recover his humanity after a lifetime of war and violence?"

**PLACAS** was first produced at the San Francisco International Arts Festival in 2012, and has traveled through Los Angeles, Washington DC, Oakland, Salinas, San Jose,



Denver and New York City. Co-commissioned by four nationally respected Latino arts organizations (MACLA, Su Teatro, Pregones Theatre Company and GALA Theatre) through the National Performance Network, PLACAS was developed as a pro-active community response to the issue of transnational gang violence, presenting positive elements of Central American culture in the context of a hostile, anti-immigrant political environment.

PLACAS 2014 national tour is sponsored by The California Endowment, The Unity Council of Oakland, Homies Unidos, National Compadres Network, The Sierra Health Foundation, and the National Performance Network.

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**PLACAS COMMUNITY THEATER EVENT  
BOYS AND MEN OF COLOR (BMOC) RESOURCE FAIR**

**November 13-14, 2014 4pm-7pm  
Sacramento City College Student Center,  
3835 Freeport Blvd.  
Sacramento California 95822**

In conjunction with the performances of PLACAS, the play, a Boys and Men of Color Resource (BMOC) fair will be held November 13-14, 2014, from 4pm-7pm at Sacramento City College Student Center. **THE FAIR IS FREE.**

The Resource Fair will feature tabling and presentations from different community organizations including representatives from local higher education campuses with information about their specific programs for boys and men of color. The Resource Fair will also feature active enrollment for Covered California eligible attendees. Community organizations will table and host presentations on traditional healing, youth empowerment, youth spoken word and musical performances. Included in the fair will be demonstrations supporting fatherhood and violence prevention resources. Guest speakers include (partial list) Jerry Tello, John Bonta, Juan Carrillo, Alex Sanchez, Estella Sanchez and members of the Sol Collective. A reception with community leaders and PLACAS cast and playwright will take place on Friday, November 14, 2014 at 10PM at The Crest Theatre.

For more info on participating in the BMOC Resource Fair or scheduling your group for a workshop or school visit by PLACAS artists, please contact: Carlos Molina: +1 (916) 508-2363



### **ABOUT SAN FRANCISCO INTERNATIONAL ARTS FESTIVAL**

The San Francisco International Arts Festival presents and produces innovative projects that are focused on increasing human awareness and understanding by presenting world-class international artists whose work is rarely seen in the United States.

### **ABOUT SACRAMENTO BUILDING HEALTHY COMMUNITIES**

The Sacramento Building Healthy Communities Hub is about building healthy and strong communities in South Sacramento. The Hub is a coalition of nonprofits, community- and faith-based organizations, public agencies, youth and residents. Sacramento BHC partners are working to transform "The Place" into a community where families and youth are healthy, safe, learning, and thriving.

### **ABOUT BROWN ISSUES**

Brown Issues works within a community to pinpoint problems, evaluate possible solutions, and execute the best possible solution to better the community and its people. Brown Issues is truly dedicated to the education and success of Brown People everywhere.

### **ABOUT LA RAZA GALERÍA POSADA**

A Sacramento center of Latino art and culture