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Editor's Note

Finally and after a long time of waiting, our website now have a new "face" or like we said in Portuguese "tem uma nova cara". We still have not completed it 100%, as we have so much content and are importing all these articles and news step by step, and the new homepage needs final adjustments. But it is already there, in a new 2.0 format and under a Wordpress platform. We are excited because the new website will be more interactive as accepting automatic comments from our readers per example, as well as more dynamic for our contributor writers as they can post their articles directly without having to send it to the webmaster among other features. We are continuing to grow our e-subscribers database for our newsletter digital SBNews that provides additional suggestions for local events and activities, as well as last-minute getaway ideas have passed the 11,000 subscribers this past August. You can check the new website and subscribe for the SBNews here: www.soulbrasil.com.



Our presence on the social media increased and inclusive we have broken some new records with the help of our valuable contributors. Our photo albums on our official Facebook page had two consecutive records of access reaching more than 9,000 views with the 2014 Santa Barbara Solstice Parade ("Carnaval Bloco") last June and then over 12,000 views with the 2014 Brazilian Day San Diego with the excellent job of our photographer Claudia Passos; and our YouTube Channel is on the way for soon reach out the 200,000 views number, in part thanks to our video crew including Abner and Andrei. To subscribe or check out all these videos visit www.youtube.com/soulbrasilmagazine. You can also follow us on Twitter through the link www.twitter.com/soulbrasil. We would love to hear from you and to have your participation.

*Obrigado,
Lindenberg Junior*



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Outside the Cave: The Survival Recipe

Lindenberg Junior

Most small start-ups know that quickly creating market awareness can single-handedly determine a business's fate, because any strong plan may be crippled without a steady stream of paying customers. So why are small businesses often ignoring the importance of fusion marketing? We talk about the age-old adage: "Don't put all your eggs in one basket".

There's a bunch of different meanings to it, and I think the common one is diversification of incomes. The concept is the same, but here in this article we talk specifically about marketing your business, that you don't have a single failure point in your business. If you have an online business per example, you cannot put all your marketing efforts only in Google. What I mean is there are many ways to diversify.

With audiences that spend increasingly more time on websites like Facebook, Twitter, and YouTube, failing to tap into such a large reservoir of potential customers sounds like marketing suicide. The



same way works for a "brick and mortar" traditional business. And again, you cannot put all your marketing efforts only on Facebook. You get the idea? Doesn't matter if you have an online or offline business, what is important for a better marketing is two basic things:

- 1) Know well your niche and your market target, and consequently, understand where and how best you can reach this target or potential client.
- 2) The use of fusion marketing. You can use a magazine (article marketing); you tube (video marketing) and trade fairs (event marketing) as for example. Or you can use a newspaper (display) search engine optimization and Facebook. You get the idea? Mostly of the times, the use of different "channels" or at least alternating these channels is a good choice.

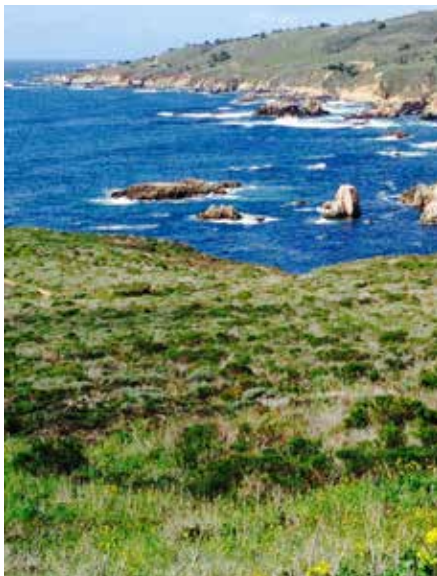
The main point here is diversifying your marketing tools, create brand recognition and reach out to new audiences. Connect with customers and be involved with your community is also important

to keep your existing client or customer and some of the marketing tools you choose to use also can help you with it.

So, diversification goes too for traffic sources, support for your business, partners that you relate with and network, etc. Diversification using tools and people that can support you, and your business.

As the summer just ended some weeks ago, here following is some final words. You're just inside of a cave, and everyone else is in the cave. Everyone believes the same stuff. No one believes that there's outside the cave, right? And then one day, you go outside...and you're like "hey guys, like, there's sunshine out here". And they're like "what are you talking about, man? There's nothing out there". No one believes you, but actually there is sunshine out there. There are some people outside chilling in the sunshine. ■

***To know more how we can help you with your marketing needs, call Lindenberg (818)508-8753 - Soul Brasil / Kisuccess Media & Marketing**





ENCONTRO COM O CINEMA BRASILEIRO

Entre os dias 17 a 19 de setembro, Shari Frilot, a curadora do Festival de Cinema de Sundance, esteve no Brasil a convite da Agência Nacional do Cinema (Ancine) e do Ministério das Relações Exteriores para o evento "Encontros com o Cinema Brasileiro". O programa tem como objetivo aumentar a visibilidade internacional da produção cinematográfica brasileira, trazendo ao país os curadores dos principais festivais do mundo, e Shari assistiu a sessões exclusivas com 12 longas-metragens brasileiros de produção independente. Em edições anteriores, o Encontros com o Cinema Brasileiro trouxe ao país curadores dos festivais de Veneza, Cannes, Berlim, San Sebastián, Locarno e Roterdã, entre outros eventos internacionais de prestígio.

SUNDANCE

FILM FESTIVAL



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Documentary Storm is brimming with free educational films for deed thinkers. Watch top documentaries in HD quality like **"Born into Brothels"**, a documentary about the inspiring non-profit foundation Kids With Cameras, which teaches photography skills to children in marginalized communities (Society); **"Vote for Me"**, where the Chinese Director Weijun Chen's charming film takes us into the world of Chinese schoolchildren, learning about democracy for the first time as they try to vote for their class monitor (Political Movements); **"Search for the Afghan Girl"**, with Steve McCurry producing hundreds of photographs that have captured the pain and suffering of its people, a 23 years of experience in war-torn Afghanistan (Photography); **"Waste Land"**, an emotional journey from Jardim Gramacho, the world's largest landfill on the outskirts

of Rio de Janeiro (Art); **"Favela Rising"**, the acclaimed film about the Vigário Geral Favela in Rio and a tragic night in 1993 where police officers assassinated 21 residents in an attempt to avenge 4 officers' deaths at the hands of drug lords (Culture); and **"Hummingbird"**, filmed in Recife by an American filmmaker that focus in a couple of determined women decided they would try to break the cycle of domestic violence and get kids off the streets; among others cool stuff! – www.documentarystorm.com.



CRIE FOTOGRAFIAS "SELFIE" EM 3D GRÁTIS

Esta "App" chamada Phogy está disponível para telefones android 4.0 e com ela podemos criar fotografias com efeito 3D em movimento. Apenas temos que mover a câmera de um lado para outro ligeiramente. Os resultados são bem satisfatórios e podem ser feitos com diferentes tipos de fotografias de objetos a paisagens. As fotografias podem ser facilmente compartilhada mediante formato Gif nas redes sociais o através de video em formato MP4 (no caso do video, no se executa automaticamente), e se pode usar filtros para melhorar uma imagem. Existe uma versão paga também e oferecendo mais opções.



SNAP A PHOTO AND EARN MONEY

There is a new app giving smartphone users the opportunity to make money just by taking picture and it is called "Scoopshot". Just download it, snap a picture, and a company could buy it from you so they can use it. You can take photos of a newsworthy story or try to fulfill a company's assignment on the app – for example, the airline FinnAir asked Scoopshot users to share the best part of their flight through creative photos. Some folks took the photos from their smart phones and the airline company purchased many of these photos for \$14.12 each. Of course, you are competing against other smart phone users just like you, but as Scoopshot said "You have a good chance of selling if it's creative and you follow directions". How much money you might make varies and just because you take a picture, doesn't mean you'll sell it. The app has half a million users worldwide and in Aug 2014 not even 100,000 in the U.S. For last, Scoopshot says the photographer always needs to have the permission of someone in a photo if it's used commercially.



TV BRASILEIRA GRÁTIS

O "TV Brasileira ao Vivo HD" é um aplicativo multimídia que permite ao usuário ver vários programas de TV, mas apenas em celulares e tablets de dispositivo android, grátis e não importando se o programa é da TV aberta ou da TV a cabo. Você pode acessar qualquer canal do Brasil, e o dispositivo pode ser conectado à TV sendo útil caso o usuário não tenha TV a cabo no aparelho de TV dele. Em nosso teste, esse "app" foi um dos melhores em sua função, principalmente por oferecer vários canais, porém, algumas vezes



os sinais não está disponível. No lado positivo, não precisa se registrar nem ter o "Adobe Flash Player", basta apenas baixar e instalar. No lado negativo, não tem nenhum controle parental e portanto, apenas recomendável para adultos.



ARE YOU A PARENT?

You will be able to check clear eye reports for the content in movies, music and video games with the help of this website – www.commonsemmedia.org. If you would like to protect your kids on the internet and teaching them safely browsing habits doesn't have to be dull. Check www.safesurfer.org.



GET PAID WHEN TRAVEL

If you go fly from Los Angeles (LAX), San Francisco and Boston, you can get paid when you travel leaving your car for rent through the Flight Car service. The introductory new service was launched only in the three cities mention above. To check more – www.flightcar.com



SMART TRAVELER

If trouble strikes and you are in a foreign country, where you can turn for help and information? The U.S State Department hopes you will use its "Smart Traveler" App for the iPhone, iPad and iTouch. It feature travel alerts, warnings, embassy locations, entry/exit requirements, and other information on dozens of destinations including Brazil. You can research countries before you leave and join the department's Smart Traveler Enrollment Program to get assistance in case of an emergency, such a natural disaster or if you

lose your passport. Free on iTunes App Store.



SOOTHING SOUNDS FOR YOUR HEALTH

We are soundrounded by noise, the rush of traffic, airplanes overhead, humming refrigerators, etc, and all of which can contribute to your anxiety and stress. Try the tip given by Mary Capone, the founder of the Living School of Sound, and author of "The 5 Minute Healer": Listing to relaxing classical music (such as Bach and Vivaldi or spend a few minutes on nature. Sit by a fountain in a park, listen to the rustling of leaves...tune in to the rushing sounds of wind. A study of a hospital in Buffalo, NY, found that patients with elevated blood pressure obtained normal systolic blood pressure after listing to classical music or nature sounds for approximately three minutes! Other studies have shown that soothing sounds can reduce the need for pain medication by up to 30%.



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SPECIAL ISSUE

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As personagens principais de "Sexo e as Negas" Tilde (Corina Sabbas), Soraia (Maria Bia), Lia (Lilian Valeska) e Zulma (Karin Hils) com os diretores.

A Globo Internacional Celebra 15 anos

Sandra Annenberg

Desde o fim de agosto que os assinantes da Globo Internacional vem acompanhado a campanha de celebração dos 15 anos do canal através de posíslas temáticas de 15 segundos durante os intervalos da programação e que relembra curiosidades desses últimos anos com temas diversos. São momentos emocionantes que ficaram marcados na mente dos espectadores, cenas de beijos nas novelas que fizeram história, bordões, e até mesmo os diferentes looks de Fátima Bernardes ao longo dos anos. São 15 anos de história com muita informação, diversão e emoção levadas aos assinantes do canal, em cinco continentes.

A jornalista Sandra Annenberg que passou dois anos longe do Brasil, quando foi correspondente em Londres, destacou a saudade que sentiu da terra natal e a importância de estar sintonizado no que está acontecendo no país, mesmo longe. "O canal internacional da Globo sempre estará por aí, mostrando o que se passa por aqui", comenta a jornalista.

Lançado em 1999, o canal internacional da Globo é o primeiro canal brasileiro do gênero a ser transmitido

via satélite aos brasileiros e lusófonos que vivem no exterior, com qualidade digital, 24 horas por dia. Conta com mais de 2,2 milhões de assinantes ao redor do mundo e está disponível em 116 países. Sua programação é composta por noticiários em tempo real, esportes ao vivo, novelas, minisséries, conteúdo infantil e variedades. O canal apresenta a programação que, ao longo dos anos, tem conquistado a preferência do público no Brasil e ao redor do mundo e oferece programas exclusivos para as diferentes regiões.

Entre esses programas estão o 'Planeta Brasil', apresentado nas Américas, e que inclusive, desde o dia 30 de Setembro, passou a contar com um time de jornalistas em diferentes cidades para mostrar, simultaneamente, tudo o que acontece nas diversas regiões do país, e sempre com o olhar voltado para a comunidade brasileira. A jornalista Natalia Bruscky, que fica em Los Angeles, recebeu a companhia de Fernanda Pontes (Orlando-FL), César Augusto (Miami-FL), e Eliseu Caetano (NY City). Integram ainda a lista de produções exclusivas para as Américas os noticiários JPTV, Globo Notícia Américas

e os novos flashes de notícia Boletim Globo Notícia Américas. A campanha foi ao ar no fim de Agosto.

Já no fim de setembro, o canal estreia o novo seriado 'Sexo e as Negas' de autoria de Miguel Falabella e que promete ser um dos grandes destaques da emissora para celebrar os 15 anos da presença internacional. O seriado vai contar a história de quatro amigas: a operária Tilde (Corina Sabbas), a camareira Zulma (Karin Hils), a recepcionista Lia (Lilian Valeska) e a cozinheira Soraia, (Maria Bia). São mulheres com temperamentos diferentes, vaidosas e sonhadoras, que vivem suas histórias envolvidas pelo desejo, medo, prazer e insegurança, inerentes à vida de qualquer pessoa.

A cada episódio um tema diferente dará o pontapé na trama que se passa na Cidade Alta de Cordovil, no Rio de Janeiro. Ao final de cada capítulo, as amigas, que não são cantoras no seriado, se materializam em sonho como "As Marvelettes", banda composta por cantoras negras americanas que fez sucesso na década de 60. A imagem entra como um delírio e se transforma em um clipe do tema daquele capítulo. ■

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How to be Funny

By Julia Melim



When I first started doing comedy, people told me to do what I do best and find my niche. After some thought I realized there are certain things I couldn't be the best at, for example I couldn't be the best at doing Shakespeare compared to an actor from the Royal Shakespeare Company. Part of success is being realistic about what you can and cannot do well. However, I could be the best at being myself! Once I started exploring my mistakes I became more human.

Once I started owning the fact that I'm Brazilian and it's not easy being a foreigner away from your country people started relating to me. And once I realized it was okay to be myself and not try to be something I'm not, people started accepting it more and hearing what I had to say. Being able to be myself on stage is what standup comedy has allowed me to do, and not be ashamed of my past or my decisions with everything that's good and bad about it. And that's the gold mine.

That's what Brazilians are the best at: being Brazilian. I say that as I realize that the Brazilian cinema has come

out with a new language that makes fun of itself with a refreshing perspective. Some of the films released in Brazil in the last few years have been a great example of that, such as *"Até que a Sorte nos Separe"*, *"Muita Calma Nessa Hora"* and *"Confissões de Adolescente"*; and the standup comedy groups *"Os Melhores do Mundo"*, *"Comédia Ao Vivo"*, and *"Comédia em Pé"*. This is the proof that as Brazilians we can find our own voice.

There's no need to imitate a different culture, create a cinema that isn't ours, but instead show what is the best we have to offer. After traveling outside of Brazil, there are certain aspects of being Brazilian that make me love my country even more; sometimes I find myself appreciating the exact same things that people in Brazil complain about. Brazilian men for example, are known for being too passionate and eager, and going back to Brazil I started finding that a very attractive quality - as opposed to some of the Brazilian women I know who complain about it.

The more you learn about Brazilian culture, the more you love it, and the more you're away from Brazil,

the more you appreciate what a beautiful country it really is with all its imperfections. That's what we must explore in our creative adventures: show how spontaneous, how unpredictable, how dorky, how adorable, how fascinating, how complex we really are. Don't try to make our films into a Swedish saga, as much as I love Bergman. Be as Brazilian as you can in your own way - and own it!

*Julia Melim is an actress and standup comedian with a monthly show "Brazilian Hour" at The Stand in NYC. She is a regular Soul Brasil magazine contributor and writes about art and entertainment - www.juliamelim.com.



7th Los Angeles Brazilian Film Festival

Events / Cinema



The 7th LLBRFF opening night was in true "Hollywood Style". The talented hosted Giselle Claudino interviewed some of the top Brazilian directors and actors as they walked the long red carpet. Brazilian celebrities such as Daniela Escobar, Rita Guedes, Suzana Pires, Caio Castro and Moacyr Franco celebrated Brazilian Film in Hollywood. The Festival made outstanding choices on the Feature, Short films and Documentaries for this edition, including: "The Great Victory" by Stefano Capuzzi Lapietra, "Forever Nevermore" by Emerson Muzelli, "Chest Game" by Luis Antonio Pereira, "Son of Crime" by Daniel Ghivelder, and "The Age of Innocence" by Ivann Willing. The 7th Los Angeles Brazilian Film Festival was held for 6 days, in 3 different venues, from Sept 13 to Sept 18, 2014. *Special thanks to Francois Palais/Photos. ■



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Overview of Brazilian Cinema

We can probably agree by now that Brazil is not just known for its amazing soccer, but also for its excellence in cinema. More than just a few talented Brazilian filmmakers have not only taken Hollywood by storm, but also conquered the world as well with their amazingly creative storytelling.

There is director Bruno Barreto known for his films "Reaching for the Moon" (2013) and "Dona Flor and her Two Husbands" (1976); Walter Salles, "Central Station" (1998) and "Dark Water" (2005); Fernando Meirelles & Katia Lund for "City of God" (2007); and Jose Padilha for "Elite Squad" (2007).

All have helped solidify the opinion that South America's largest country is also a major contributor to impactful cinema around the world, with a focus on social, economic and political themes. By displaying a sense of deep creative renovation and commercial and international affirmation, these filmmakers have not only brought a sense of pride to the Brazilian film industry with multiple Oscar nominations and wins, they have opened the door for new Brazilian filmmakers who are ready to walk the path that these pioneers have blazed.

The journey on this path includes a stop on a variety of U.S. Film Festivals circuit. Some of them are inclusive Brazilians or made by Brazilians or with a particular interest in Brazil or Latin American. But talent and a good film are not enough to gain entry into many of these fests. Below, we list some festivals with "open doors" for Brazilian cinema/filmmakers.

BRAZILIANS

1 LOS ANGELES BRAZILIAN FILM FESTIVAL



The first Brazilian Film Festival in the west coast had its first edition in 2008. The 7th edition just happened days ago with the opening night featuring the film "The Great Victory" by Brazilian director Stefano Capuzzi, Saturday Sept 13th. The festival is a great exposure for Brazilian films, producers, filmmakers and actors – www.labrff.com

2 HOLLYWOOD BRAZILIAN FILM FESTIVAL



The first edition was in 2009, just one year after the L.A. Brazilian Film Festival. Now in its 6th year, the Hollywood Brazilian Film Festival (HBRFEST) is a young, rapidly growing film festival dedicated to promoting independent filmmaking. It is registered as a non-profit 501c (3) organization since 2007. The founders consider the HBRFEST the first Brazilian INDIE film festival in Los Angeles, and bringing totally free movie screenings. The festival separates itself from other Brazilian film festivals by embracing the Brazilian flavor through screenings of Brazilian independent films, promoting renowned Brazilian stars and its dedication. The 2014 Festival will happen this November between 13 and 16 - www.hbrfest.com

3 MIAMI AND NEW YORK BRAZILIAN FILM FESTIVALS



Both festivals are part of the Inffinito Festival Circuit that includes also London, Montevideo, Buenos Aires, Bogota, Vienna and Johannesburg, and also the city of Canudos in Brazil. The festival in Miami had its 18th edition weeks ago from Aug 20 to 24, and New York had its 12th edition this year during the first week of June. Founded in 1995 by group Inffinito, it remains an innovative, strong, dynamic and creative company with focus on the fine art of exposing Brazil's strong artistic profile to new international markets. Inffinito strives to promote and diffuse Brazilian cultural productions both in Brazil and abroad, with events all over the world, including the cities/countries we mention above – www.brazilianfilmfestival.com

LATINOS (*CALIFORNIA)

4 SAN DIEGO BRAZILIAN FILM FESTIVAL



Incorporated in 1999, Founder and Executive Director Ethan Van Thillo have grown the organization from a mere film festival to a mid-size organization with diverse state-wide programs and services for residents, visitors, and independent and amateur filmmakers. The programming philosophy is based on the



in U.S

Aymara Limma

organization's founding vision: to challenge the historical exclusion of under-represented communities from the media arts field, and distorted images of these communities by mainstream media. The festival gives exposure to Latino and Latin American cinema that is otherwise unavailable. It includes every year Brazilian films, and Brazilian actor and filmmakers as guests as actor Lazaro Ramos and filmmaker Hector Babenco in previous editions – www.sdlatinofilm.com

5 LOS ANGELES LATINO FILM FESTIVAL



The Los Angeles Latino International Film Festival is a five-day cinematic and social adventure held in the heart of Hollywood and held every year, usually in October. Something interesting is the fact that the public/attendance has the special opportunity to interact with filmmakers in a "Q & A sessions" following each screening. The audience is not only Latino, but multicultural, including many celebrities and industry professionals. By its history, the festival has presented Brazilian films, but not every year. What is interesting is the fact of many Brazilian professionals in the cinema or audio visual niche have worked here on or behind the cameras – www.latinofilm.org

GENERAL (*CALIFORNIA)

6 NEWPORT BEACH FILM FESTIVAL



The Newport Beach Film Festival seeks to bring the best of international filmmaking to Orange County and every year have the "Latino Spotlight" that showcase feature films from Latino America, and in special, films from Mexico, Argentina, Chile and Brazil. Usually the festival happens during the month of April or May and this year have featured the Brazilian film "Invisible Collection" starring Vladimir Brichta and Walmor Chagas. In 2013 they featured "Helena" starring Rodrigo Santoro. The spotlight also gave opportunities to Brazilian entertainers living in Southern CA – www.newportbeachfilmfest.com

7 CINEMA AT THE EDGE INDEPENDENT FILM FESTIVAL



Over the past 3 years, The Cinema at the Edge has grown from a small festival at the Edgemar Center for the Arts in Santa Monica to approximately 5,700 attendees in the last festival edition. The festival screens nearly 55 narrative and documentary feature films, and short films to a diverse local and international audience. The 2014 festival welcomed two Brazilian selections, "Charming" by Mario Augusta and "Di Poi Cruz" and "Te Amo! Shabbat Shalom" by Aymara Limma, and which was my directorial debut – and much to my surprise, "Te Amo! Shabbat Shalom" won the

Audience Award for Best Short Film – www.cinemaattheedge.com

8 ARTIVIST FILM FESTIVAL



Founded in 2003, the Artivist mission is to raise awareness for international human rights, children's and animal advocacy, and environmental preservation through film and action. Years ago the Petrobras – the public and biggest oil/energetic company in Brazil have embraced the cause, in part, thanks to the festival executive producer and board member, Marcelo Florião – a writer-producer-director from Rio de Janeiro, based in Los Angeles. "We have screened many films from Brazil such as Hummingbird and Vultures Have Wings as you are aware of we raise awareness by educating the public through socially conscious films and connect NGO's to public introducing solutions and empower taking action", said Bettina Wolf, co-founder and executive director – www.artivist.com

LAST WORDS...

Like the American film industry, Brazil has seen its share of ups and downs. However, with the advent of new and dynamic storytellers, like the ones featured in these festivals and more, the future is bright. ■

**Aymara Limma started her acting career with the miniseries "Capitães da Areia" for a Brazilian TV and based on the bestselling novel written by the famous Brazilian author Jorge Amado and renowned director Walter Lima Jr. Early in her career, she was cast in Warner Brother's "City of Angels", starred as Becky Thatcher in the award winner play "The adventures of Tom Sawyer", and was the host of "Hollywood Express". She has studied with the famous Milton Katselas and Jeffrey Tambor at The Beverly Hills playhouse.*



Miss Brazil-USA Nevada 2014

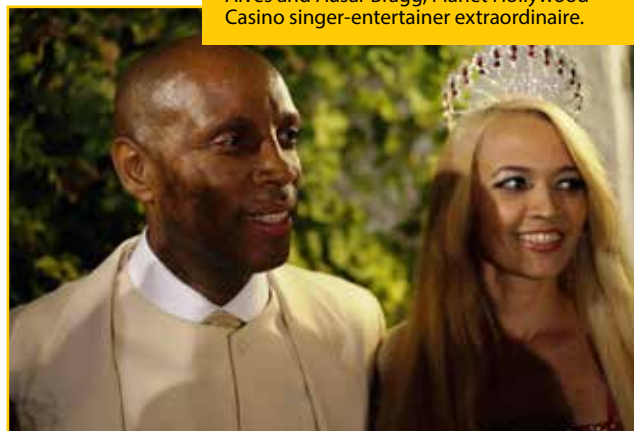
The event organized by the D. Pedro II International Foundation was held on the evening of Saturday, Sept 27 in Las Vegas. The 10th year event celebration was host by the former Miss Brazil-USA Nevada in a night of beauty, fashion, glamour, live music and the culture of Brazil. The new Miss Sabrina Silva Cavalcante will represent the state of Nevada in the final event to be held in Orlando, Florida in November. ■

Photos by Lisa Neary



Fashion Show by Brazilian Designer Aldo Mencatto.

Miss Brazil-USA Nevada 2010 & 2012 Ellen Alves and Ausar Bragg, Planet Hollywood Casino singer-entertainer extraordinaire.



Magdalena Silveira, host of the event.



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The Brazilian beauties, Marina Fonseca, Vivian Nogueira, Nayara Lima Lisboa (3th place), Manuela Canotinho (2nd place) and Sabrina Silva Cavalcante (Miss-Brazil-USA Nevada 2014).



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A New Book that can Bring Controversy, but Supposedly will have a Huge Success

By Hernán Vera Alvarez

Would we rather be content or be in love? Linda, the main character of *Adulterio* (Adultery), the new novel by Paulo Coelho recently published by Vintage Español, has all the trappings of a wonderful life. She has successful career in journalism, is married to the man of her dreams, and they have two beautiful children. The days pass without any major problems.

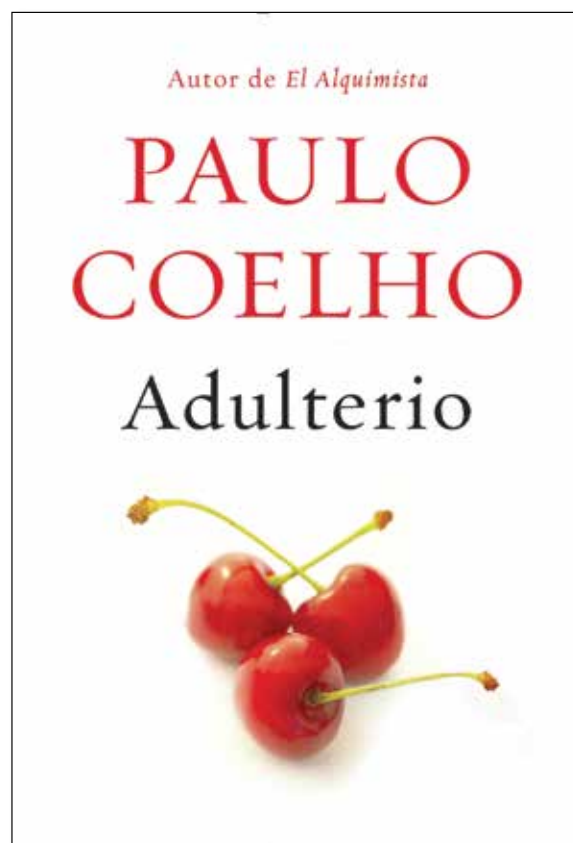
But for Linda that daily routine is slowly killing her inside. She feels like she is trapped in a gilded cage, where depression is her only company. One day, life gives her a beautiful surprise that is about to change her life, Linda has to interview Jacob König, an ex-boyfriend, who is now an important Swiss politician. The encounter will make them lovers, and accomplices in adultery.

As he did in his most successful novels like *El Alquimista* (The Alchemist) and *Verónica decide morir* (Veronika Decides to Die), Paulo Coelho knows how to perfectly capture the needs of his readers, who number in the millions and follow him as if he were a rock star. What transpires with Linda -that apparently marvelous life, like a glossy advertisement is something that is often repeated in this modern world. Perhaps without living in Switzerland and having the millions in a bank account, humanity lives in a crisis of deep dissatisfaction that is no less painful.

They have done everything society has demanded of them-study and work hard, raise a family, make money, achieve professional goals-and yet the existential abyss remains intact. Reflecting on these issues, the theme of adultery is a great excuse for Coelho to address the themes that interest readers, not providing actual answers, at least giving gentle caresses for everyday anxieties.

Linda says, "I don't feel alone. I am surrounded by people with the same problems and everyone pretends that life continues as it did before. Like me. Like my neighbor. Probably like my boss and like the man that sleeps at my side. After a certain age, we begin to use a mask of security and certainty. With time, that masks sticks to your face and never leaves".

Adulterio is narrated by Linda and Coelho masterfully channels a woman's voice, something that is not an easy task for any male author. This novel also features something that is not found in his other works, eroticism. Linda and Jacob König share a romance that is as intense as an out-of-control roller coaster.



Coelho illustrates sex scenes in an explicit way, reminiscent of the *Fifty Shades of Grey* books. Without a doubt, this new novel will be very attractive to all the author's fans. ■

*** Paulo Coelho is Brazilian and one of the most influential writers of our time. He is the author of many international best sellers, including *The Alchemist*, *Aleph*, *Eleven Minutes*, and *Manuscript Found in Accra*. Translated into 80 languages, his books have sold more than 165 million copies in more than 170 countries.**

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Edição Histórica de 30 Anos do "BR Day New York" Reuniu mais de 1 Milhão de Pessoas



Foto: Globo / Luis C. Ribeiro

No domingo, 31 de agosto, Nova York mais uma vez se vestiu com as cores do Brasil para celebrar a edição histórica de 30 anos do Brazilian Day, que a partir deste ano passa a ser chamada "BR Day New York". A apresentação ficou por conta do ator Cauã Reymond, e teve em Ivete Sangalo, Daniel, Carlinhos Brown e Tiago Abravanel as estrelas da música no palco da sexta avenida.

"Hoje é dia de mostrarmos ao mundo a alegria e a força que só o nosso povo possui. E nós vamos fazer isso com uma das coisas que temos de melhor: a nossa música. Agora chegou a hora da emoção falar mais alto", anunciou Cauã chamando Daniel ao palco que também celebrou seus 30 anos de carreira.

Projetado especialmente para a edição de aniversário do evento, a estrutura do palco aproximou ainda mais o público dos músicos com uma passarela que avançava pela plateia. Mais uma novidade deste ano, os telões, espalhados em quatro pontos

da avenida, deixou todo mundo com a sensação de estar mais perto do palco – e assim ficou ainda mais fácil levantar a poeira com o segundo show do dia.

Ainda durante a festa, Cauã convocou ao palco a vencedora do concurso cultural promovido pelo canal internacional da Globo nas redes sociais, Heloisa Barton, que vive em Vermont (EUA), e que ganhou como prêmio uma viagem com acompanhante para curtir a festa na cidade e conhecer os artistas nos bastidores do evento.



Brazilian Day in Los Angeles

2014 Cancelled – Postponed to 2015

The Brazilian Day in Los Angeles in 2014 was cancelled and plans for the Brazilian Day Los Angeles 2015 are already underway. Basically, three things affected the decision to cancel this year event: a cut in funding, a transition in leadership, and the need to look for a new location for the event, mention in a press-release, the executive director David Hilster.

"As everyone knows, it was the vision of the Brazilian Consulate who founded this great event and it has been taking place since 2006. The Consulate not only is the founder of this event, but has been one of the principal sponsors throughout the years. With the successful World Cup in Brazil as well as the coming Olympics in 2016, the Brazilian government is focusing its resources within Brazil, not outside, and it have affected the production" said David, founder of Sambala Samba School Organization.

The couple David and Doris Hilster, a long time resident of Long Beach, CA, is the founder of the missing "Long Beach Brazilian Street Carnival" and since 2011 took the responsibility to produce the Brazilian Day in L.A. under the supervision of the General Brazilian Consulate in L.A. The couple David and Doris Hilster have moved to Florida and the new director of Sambala Samba School Organization is now Valeria Ruggieri.



Brazilian Day San Diego



This year the event that was held for the first time since its started years ago in a "Real" September 7 (Day of Brazil's Independence) and attracted over 40,000 people circulating through various blocks along the Garnet St. in Pacific Beach. For the COMPLETE PHOTO COVERING visit our Facebook Official Page: WWW.FACEBOOK.COM/SOULBRASIL and click in Photos>>>than>>>Albums. *Photos by Soul Brasil photographer Claudia Passos from LA and Soul Brasil contributor photographer Jane Ceron from San Diego.





Showing the Roots of Brazilian Dance

Dancer and Choreographer Jonia McClenney's

Lindenberg Junior

Her love and respect for dance and performing arts since when she was a little kid in Brazil have been integrated with her passion to promote the Brazilian culture roots through the dance in U.S, and after several years performing with different groups across America, Jonia McClenney founded Raiz Brazil Dance Company (Roots of Brazil) in one of the Sambala Organization "Carnival Ball" in 2008.

Jonia has born in Recife, one of the top three Brazilian cities with the most strong African influences, and located in Northeast of Brazil. Her grow up in Sao Paulo and moved years ago to Los Angeles to persuade her dreams. Since then, Jonia has performed in every major samba group in L.A area like "The Girls from Ipanema" and "Extravadancers", and was at the stage to dance with spectacular artists such as Aretha Franklin,

Sergio Mendes, Seu Jorge and Bebel Gilberto, and in famous venues such as the Hollywood Bowl (L.A), Disney Hall (L.A), Fox Theater (Detroit), and Caesar's Palace (Las Vegas) in U.S. With her group Raiz Brazil, she also has performed abroad U.S in Bangkok (Thailand) and in Hunan at the "Changsha International Arts Festival" in China!

Four years ago, Jonia McClenney has started studying "Samba de Gafieira" (Brazilian ballroom dance), and since 2012 also starts performing with her partner as well as teaching for those interested to learn this "samba roots" partnered dance style. "I wanted to make art and entertainment come together exploring the Brazilian rhythms like samba, axe, samba-reggae, frevo and fusing them with other traditional dance techniques like ballet, jazz, modern and hip-hop. I would like to bring fun, sexy and classy entertainment for the public in

general that watch me and my group on stage as well as my students during the classes" – said Jonia.

This now mother of two, with a lean body and superior skill to dance any Brazilian style of dance like samba, frevo, maracatu, xaxado or forro, as well latin and modern styles has won some of the most important Brazilian dance contests in Southern California such as the "Queen of the Drums" ("Rainha da Bateria") of Sambala Samba School of Long Beach and the "Samba no Pe" for the San Diego Brazil Carnival. In 2014 for her extensive participation at the Annual Santa Barbara Brazilian Carnival, she has received the honor to be elected and wearing the "Santa Barbara Carnival Queen 2014" sashet in the front line for the "Bloco Carnaval" during the Santa Barbara Summer Solstice Parade 2014 – www.raizbrazil.com. ■



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Qual a Proximidade Entre o Cinema e a Televisão?

As empresas de comunicação devem se apropriar da estética cinematográfica para fazer seus programas audiovisuais? As linguagens estão convergindo? Para responder essas e outras questões, a Empresa Brasil de Comunicação (EBC) realizou no começo de Setembro de 14 um diálogo televisivo sobre o tema dentro de seu programa "Diálogos EBC".

O programa trouxe a contribuição do cineasta Toni Venturi, da diretora de arte Ana Rita Bueno, do diretor de produção da EBC, Rogério Brandão, e da jornalista Bianca Vasconcellos, editora e diretora do programa 'Caminhos da Reportagem', da TV Brasil. Os respectivos profissionais falaram sobre o atual cenário e fizeram uma previsão para o mercado.

À frente da produção da EBC, Brandão acredita que a TV se tornou parceira estratégica do cinema

e que a mídia passa a "contratar" os talentos que antes não tinha, como o olhar do diretor, a qualidade do roteirista e a direção de arte. "Hoje, a sociedade é do espetáculo, do audiovisual. Se não tiver investimento, nada acontece. Essa é a verdade da produção", explicou.

Em 2010, com investimento de R\$250 mil do Ministério da Cultura, o Brasil produziu séries nacionais e o diretor vê com bons olhos a experiência. "Tivemos 240 inscrições e, no final, selecionamos quatro séries para serem de fato produzidas. Fizemos, por exemplo, 'Natalia' e a 'Vida de Estagiário', que hoje é feita pelo Warner Bros, nos EUA. O projeto teve muito valor e o mercado internacional já estava de olho no nosso potencial", adicionou Brandão. Ela ainda acrescentou que o caminho está na produção de séries e que isso se trata de avanço em relação à dramaturgia das novelas.

Sobre o investimento percebido pelo diretor da EBC, o cineasta Venturi concordou dizendo que as TV's estão investindo em arte, fotografia, roteiro e dramaturgia. "Estamos num momento de convergência de mídias. O cinema precisa ficar bastante atento, pois a TV já tem comunicação poderosa e começa a ter papel importante na qualidade audiovisual. Se analisarmos as séries, podemos falar que se trata de cinema na TV". Venturi ainda comentou que a televisão aberta foi buscar no cinema a ampliação de seus produtos e concorda com Brandão em relação ao dinheiro destinado à aposta. "Não tem segredo! Se não houver investimento forte de recursos, não tem qualidade, nem milagre, disse Venturi.

A jornalista e diretora do programa "Caminhos da Reportagem" Bianca Vasconcellos, que se viu no desafio de deixar as matérias de dois minutos para produzir reportagens de quase uma hora de duração, disse "Precisamos mudar o formato





tradicional, que geralmente tem off e passagens. Fomos construindo e deu certo. Nosso conteúdo tem estética parecida com o cinema, mas sempre priorizando a informação, afinal estamos falando de jornalismo e não ficção. O que podemos perceber é que a narrativa ficou mais sedutora e fluída. Estamos fazendo jornalismo, mas com o máximo de bossa possível".

Ja a diretora de arte Ana Rita Bueno comentou que, neste momento, todas as áreas estão se encontrando e que uma vai se apropriar da linguagem da outra. "As linguagens e estéticas se misturam. Não é só a TV que busca o cinema, o contrário também é verdadeiro. Mas, claro, cada produção tem sua estrutura. O diretor de arte na TV é bem diferente do de cinema".

O interessante programa debate também abordou o tema sobre investimento em produção

nacional e a formação de uma respectiva audiência. "Fora a TV Brasil e a Globo, as outras quatro emissoras não passam sequer um filme nacional durante todo o ano. Isso, a meu ver, é crime e lesa a pátria. Não vemos filmes falados na nossa língua", disse o cineasta Venturi. Para o cineasta, deveria haver mais espaço nos canais aberto, mas pondera que esse modelo só funciona num esquema de parceria. "Se amanhã existir uma lei que obrigue cada emissora veicular um filme de longa-metragem nacional por mês, não teríamos produção para atender a demanda, pois seriam 12 filmes por emissora X 6 canais dando um total de 72 longas. O Brasil não produz 72 ficções por ano", lamentou.

O diretor de produção da EBC, Rogério Brandão acrescentou um detalhe muito importante ao debate, dizendo que se a ideia das empresas é formar um diálogo com o público, é preciso

se preocupar com a infância. "A programação infantil é essencial e estratégica. As crianças de hoje são os adolescentes de amanhã e se você implementar uma boa estratégia cultural isso vai render no futuro. Tem que priorizar a infância, pois não se muda o hábito do adulto", disse com sabedoria, o diretor Brandão.

No que se refere a programação, o cineasta Venturi explicou que a TV aberta, de uma forma geral, tem uma boa quantidade de programas de baixa qualidade e de nível cultural bastante questionável. "É uma questão complexa e que poderia ser mais debatida. Para darmos esse pulo na qualidade, precisamos de parceria entre as mídias, mas esse tipo de conteúdo tem que contar com a demanda da sociedade. É uma parceria que vai fazer a gente mudar de patamar", completou Venturi. ■

* Fonte: Portal Comunique-se
**Edição Lindenberg Junior



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Films for Change

By Holly Mosher

After living in Rio and working on Brazilian movies as an assistant editor and assistant sound editor in 1995-96, I came back to the United States and fell into producing films. It was a trajectory I never expected as I always thought I'd be working behind the scenes. I have to say that my time in Brazil, working with people who had lived in exile during the dictatorship or teaching English to a Chileno who had fled torture at the hands of Pinochet made me see how important democratic freedoms really are.

In 2000 I returned to Brasil to make a film, *Hummingbird*, about two groups that started their work helping street kids and women suffering domestic violence right after the dictatorship ended. I could see that they had both been empowered to start their work with their newfound freedom. Brazilians understand and appreciate the power of their voice because they know what it means to have been oppressed and lost that voice. That is a message I have taken into my future work producing documentaries for the last 15 years now. As a result, I make films that show the problems in the world, but also leave the audience with solutions.

Some of you will have seen *Vanishing of the Bees*, how the bees have been dying off due to the pesticides Big Ag is using, or *Side Effects* or *Money Talks: Profits Before Patient Safety*, about the manipulation by the pharmaceutical companies in their marketing practices. I also made *Bonsai People* about world visionary Muhammad Yunus' work creating microcredit and social business in opposition to all the business models of capitalism as we know it.

My latest film *Pay 2 Play: Democracy's High Stakes*, is one I am most proud of, as it gets to the heart of any of the problems I've addressed in previous films – the corrupting influence of money in politics. This corruption has changed the US from the democracy it has been so proud of, into an oligarchy, run for the benefit of the few. I am hoping that people around the world see this film and help band together around the solutions we propose in the film. We include the idea of compulsory voting and free air-time for politicians because I saw first hand how this worked well in Brazil.

Our film *Pay 2 Play* also look for public financing of campaigns, full disclosure of political campaign contributions, non-partisan redistricting and a constitutional amendment that corporations are not people and money is not politics. It's important for people around the world to help Americans wake up and see what is going wrong because America's policies greatly affect the rest of the world. See you at the movies! ■

***Holly Mosher is a writer and filmmaker (Graduated from NYU). You can find out more about all of her great projects here: www.film-maker-for-change.com**



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Bonitinho e Ordinário: O Golpe no Mercado de Agencias de Talentos

Por Aryadne Woodbridge

"Eu *caminhava pelo shopping acompanhado da minha mãe quando fui descoberta por um olheiro. depois disso, minha vida se transformou!"*

Basta ligar a tv para acompanharmos uma enxurrada de histórias de sucesso a partir do encontro acidental com um olheiro – aquele profissional que sai pelas ruas em busca das "caras novas". Mas o que parece uma coincidência divina para uns, para outros pode ser mais um trambique que promete o estrelato rápido. Nesse caso particular, vamos abordar o mercado de crianças e do tema fotografia.

Em Los Angeles é muito comum encontrarmos anúncios em jornais do tipo agência de talentos e/ou de nos depararmos com um "agente" em locais públicos interessados na beleza diferente da criança (ou do modelo em geral). Já na agência, engabelados pela promessa de sucesso, acabam por "pagar para que o filho entre no mercado" sem qualquer garantia de retorno. O trambique tradicional ocorre a partir de uma sessão de fotos do menor. Em seguida empregados da agência dizem aos pais para mais tarde ligarem de volta para saber se a criança passou no teste fotográfico. Os pais ligam e recebem um "sim" da agência que pede para estes retornem. No retorno os pais escutam maravilhas sobre o seu filho e da necessidade de se fazer um "book" de fotos para a criança (de \$2 a \$4 mil) e a promessa de conseguir "gig's" (trabalho). Em muitos casos, o que eles querem é vender o book de fotos e conseguir alguns dólares de sua conta bancária.

As agências que representam modelos legitimamente não cobram uma taxa inicial para

servir como agente, assim como não cobram por "books" ou pelo trabalho do fotógrafo. Eles são pagos quando você receber o pagamento. Estão mais interessados no potencial e carreira do que diretamente no dinheiro, mesmo não garantindo trabalho regular. Portanto, verifique a reputação da agência e a história de seus agenciados. Converse com eles. Pesquise. Desconfie. E nunca assinie nenhum contrato sem a análise de um advogado.

Com esse artigo, também estaremos disponibilizando no site www.soulbrasil.com (Sessão Arte & Cinema) uma lista de agências legítimas. Basta entrar em contato e seguir as instruções de envio. Saiba que além de fotos profissionais, snapshots também são aceitos no primeiro contato. Abaixo seguem dicas de como fotografar seu filho de forma natural e espontânea, e assim, torna-lo mais atraente aos olhos do agente:

1. Coloque a câmera em modo automático, preferencialmente, para retratos;
2. Se preferir fotografar num local público, posicione seu filho de contra ao sol, mas embaixo de uma sombra – sem esquecer-se de quanto melhor iluminado ele estiver, melhor será a foto;
3. De preferencia a luz do final do dia que é mais suave, assim seu filho não sairá na foto forçando a vista.
4. Se puder usar um tripé melhor, ou então segure a câmera de forma mais estável possível.
5. Foque nos olhos da criança e clique. Quanto melhor focado, melhor a foto será.

6. Menos é mais. Fotografe a personalidade de seu filho. Não há necessidade de fantasia-lo para chamar atenção.
7. Uma foto de rosto e outra de corpo inteiro são o suficiente para o contato inicial com agências.

Lembre-se de que procurando um fotógrafo profissional reconhecido e especializado, as chances de fazer "os olhos do agente saltarem" são maiores. Afinal, fotógrafos profissionais dominam as técnicas mais atualizadas no mercado e conhecem profundamente as necessidades da indústria a que servem. ■

**Aryadne Woodbridge é jornalista e fotografa com especialização nas áreas comercial e de família – www.AryWoodbridgePhoto.com*





CREATIVITY OR JUST A GOOD STRATEGIC MARKETING?

Brazil, flowers singing along, a drum set turning into an ape, a camel guitar and even Halle Berry dancing? What it has in common? The answer is a very interesting and original new animated, cartoony music video by Brazilian band "Club America" that was launched in the end of June on VH1 and MTV. The Alternative, Hip Hop adventure have all drawings and characters created by Brazilian artist Daniel Bruson, which took him three months to finish, as an homage to cartoonists like Tex Avery and Chuck Jones. Club America is composed by brothers Andy and Bruno Alves and enjoys a large following in their native Brazil, Sorocaba to be precise, and expects to grow their audience in the rest of the world with focus in the U.S market. They have been recognized on big-name magazines like Rolling Stone Brasil and large TV broadcasting. The duo has performed around 500 shows in their career including international festivals such as SXSW, CMW, VOV Festival and Planeta Terra Festival sharing the stage with bands like The Strokes, Toro y Moi, Interpol, Bombay Bicycle Club and Beady Eye. To check the video visit our You Tube Channel www.youtube.com/soulbrasilmagazine

UMA TRAVESSIA (A CROSSING)

One of the top Brazilian musical talent for a long time, legendary singer-songwriter and guitarists, Milton Nascimento will celebrate his 50-year career with his latest album "Uma Travessia" featuring classic songs in his repertoire. The internationally renowned artist's World Tour stops in Los Angeles (Fri, Nov 28th, 8pm at UCLA's Royce Hall), San Francisco, New York and Boston. Nascimento's transformative early work was a fusion of Africanized jazz with Latin-American fold. Since his debut, Nascimento's magnetic stage presence and astonishing tonal range have delighted audiences for the better half of a century. He has recorded more than 37 solo albums, received four Grammy awards, and collaborated with elite musicians the world over, including Herbie Hancock, Paul Simon, Peter Gabriel, James Taylor, Duran Duran, Sarah Vaughan, Esperanza Spaulding and countless others. For video, interviews and more visit:

<http://www.imnworld.com/artists/detail/276/Milton-Nascimento>

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FUSICOLOGY



Califórnia é Destaque nas Listas de Melhores Universidades Americanas Para Formação de Potenciais Estrelas de Hollywood

Enquanto Nova York é considerada a cidade destaque no que se refere aos musicais e o teatro, Los Angeles é o sonho de muitos que desejam ser destaque no mundo do cinema e da televisão. E no que se refere a estado, a Califórnia, sendo o mais populoso e mais rico estado americano, se destaca mundialmente por palavras chaves como “Microsoft”, “Silicon Valley”, “Wine”, e claro, “Hollywood”. E por falar em Hollywood, o Sul da Califórnia, em particular, é o preferido entre os que tentam o sucesso no mundo do cinema e do entretenimento.

Aqui nesse artigo, vamos fazer uma conotação entre o cinema e a educação, o entretenimento e o sucesso. Vamos focar em mostrar as

universidades que estão entre muitas listas, no top 20 no quesito filme e drama (atuação), e particularmente, visando mostrar que entre elas, a grande maioria se encontra no estado dourado americano. Vários talentos do cinema, da TV e da Broadway, já passaram por essas universidades. Veja abaixo uma lista parcial, pois mencionamos aqui apenas as da Califórnia, as escolas /universidades de cinema/filme e drama/atuação que são consideradas as melhores da indústria por ter formado ou por formar atores e roteiristas famosos, e que ajudaram a criar a fama de Hollywood. * **Referência:** MFA (Master of Fine Arts), BA (Bachelor of Arts), MA (Master of Arts) e PhD (Doutorado). Lembrando que algumas dessas universidades também oferecem programas curtos de 1 ano.



AMERICAN FILM INSTITUTE (AFI)

– O Centro AFI de Estúdios Avançados de Filme e Televisão, em Los Angeles, oferece um programa de dois anos em que os estudantes podem se especializar em diversas áreas como direção, produção e roteiro. O particular e que muitas vezes, o aluno chega chegando ao Instituto após já ter frequentado outras escolas, ou ate mesmo trabalhado na indústria de filmes. Por essa razão, a media de idade esta nos 27 anos. Para se ter uma ideia do poderio e qualidade de seus estudantes, em 2013, a AFI teve 28 nomeações ao Emmy. Oferece MFA. Entre os graduados notaveis estão David Lynch (Blue Velvet) e Darren Aronofsky (Black Swan).



UNIVERSITY OF SOUTHERN CALIFORNIA (USC)

– Localizada perto do centro de Los Angeles, o USC tem destaque, fama e dinheiro. Aqui é onde se encontra mais ex-alunos trabalhando no mercado do cinema do que em qualquer outra universidade. E a fama e dinheiro vem também por parte de seus ex-alunos através de doações generosas como as de Ron Howard (A Beautiful Mind), Jon Landau (Avatar) e George Lucas (Star Wars), além de apoio de famosos da industria como Steven Spielberg. Entre notáveis atores que formou, esta Eric Stoltz e Forest Whitaker. A USC ganha a preferência quando se trata de um treinamento mais técnico. Oferece graduação com MFA, BA, MA e PhD, e programas distintos que vai de Cinema e TV a Artes e Animação Digital.



LOS ANGELES UNIVERSITY OF CALIFÓRNIA (UCLA)

– O UCLA's School of Theater, Film and Television tem sofrido em comparação com outras escolas mais ricas e mais conectadas com o mercado do cinema e por ter um programa mais abrangente e integrado. É a única universidade no mundo que integra com eficacia, teatro, filme, televisão, mídia digital e animação. A universidade tem o prestígio vindo de grandes mestres ex-alunos como o diretor Francis Coppola, e os atores Tim Robbins e Jack Black, e esta também muito bem localizada na área mais rica da cidade, no lado oeste, em Westwood e próximo a Santa Monica. Além disso, por ser uma universidade publica, pode oferecer seu programa a um valor mais



em conta para os residentes na Califórnia. Oferece graduação com B.A, M.A e o Ph.D, além de MFA.



CALIFÓRNIA INSTITUTE OF

THE ARTS – Localizado em Santa Clarita, a poucas milhas ao norte de Los Angeles, na CalArts se encontra uma estrutura que vai de música, teatro e dança a conservatórios. A faculdade de Anker's Film & Vídeo é famosa por treinar talentos da animação, mas também é possível estudar narração dramática, documentário e outros segmentos. Tem um excelente programa para atores com focus em teatro. Oferece graduação em BFA, MFA. Entre seus ex-alunos notáveis estão os atores Don Cheadle, Ed Harris, Tim Burton, Andrew Stanton, e John Lasseter (chief creative officer, Pixar Studios).



SAN DIEGO UNIVERSITY OF CALIFÓRNIA (UCSD)

– Tem um destaque especial entre aqueles interessados em teatro e musical, e principalmente por ter o "La Jolla Playhouse". Muitos estudantes do programa de performance arts/musical theatre aqui tem, quase que garantido, alguma experiencia em papeis importantes em produções da Broadway. Também é uma universidade publica Californiana e pode oferecer o programa a um valor mais em conta para os residentes na Califórnia. Oferece BA e MFA. Entre os notáveis ex-estudantes estão os atores James Avery, James Bernstein e Danny Bernstein.



STANDFORD UNIVERSITY –

Localizado perto da rica região de "talentos e investidores" da era digital – Silicon Valley,

a universidade oferece programa de MFA em documentário e vídeo oferecendo uma exclusividade para apenas 8 alunos por ano. Esses alunos têm acesso a todo o material necessário e participam do processo de escolha de som, script, direção, produção, etc. Entre seus ex-alunos notáveis se destacam alunos Mark Becker (Pressure Cooker), Nancy Kates (Brother Outsider) e Cynthia Wade (Born Sweet).



LOYOLA MARYMOUNT

UNIVERSITY – O LMU como é conhecida, é uma escola de filme e TV que tem apenas pouco mais de 12 anos (*2014) e tem como principal meta ingressar os seus alunos na indústria cinematográfica. Um bom detalhe seria dizer que os seus novos laboratórios ajudam aos estudantes estarem em contato com a realidade do mercado. Oferece graduação em B.A. em filme, TV e animação e artes gravadas, além de MFA em filme, TV e roteiro. Entre seus ex-alunos notáveis estão Brian Helgeland (Mystic River) e Sean McNamara (Soul Surfer).



CHAPMAN UNIVERSITY/DODGE COLLEGE OF FILM & MEDIA ARTS

– Localizado em Orange County, entre L.A e San Diego, o Chapman se destaca também por se esforçar no seu objetivo de ajudar seus alunos a encontrarem empregos. Os alunos trabalham da mesma forma como opera um mini-estúdio, com funções de direção, roteiro, produção, etc. Oferece graduação em B.A., BFA, M.A. e MFA. Entre os seus ex-alunos notáveis destacamos Ben York Jones (Like Crazy) e Chris Marrs Piliero (director for the "Black Keys Tighten Up" music video).

DESTAQUE ESPECIAL FORA DO ESTADO DA CALIFÓRNIA



SYRACUSE UNIVERSITY (NY)

– Se destaca principalmente pelo seu curso de "performance arts" com enfase em Drama e Teatro Musical. A pequena, porem tradicional cidade de Syracuse, ao norte da cidade de Nova York e perto da fronteira com o Canada, leva esse destaque em particular, porque por exemplo, apenas entre 2012 e 2013, teve 19 ex-alunos nominados para o famoso Tonys Award, o premio mais cobiçado entre os atores, diretores e produtores de teatro/musicals. Entre seus famosos ex-alunos estão Frank Langella e Vanessa Williams.



THE JUILLIARD

SCHOOL (NY) – Localizado em plena cidade de Nova York, essa universidade tem muita fama no que se refere também a "performance arts" incluindo cinema. Mas sem duvida, o Juilliard School é um sonho para muitos jovens que pensa em fazer teatro clássico. Uma referencia notável em drama e teatro. Entre vários notáveis ex-alunos, mencionamos aqui a nominada ao Oscar do cinema Viola Davis, além de Kevin Spacey e Jessica Chastain.



NEW YORK UNIVERSITY (NY)

– O NYU's Tisch School of the Arts tem maior destaque em sua escola de filme e é considerada uma escola de vanguarda inclusive para a próxima geração. Seus ex-alunos receberam, apenas em 2013, dez nomeações ao Oscar, e mais do que qualquer outra escola do gênero nesse respectivo ano. Seu programa enfatiza também TV e seus notáveis ex-alunos vão de Todd Phillips e Vince Gilligan ate os realizadores da serie "Martha Marcy May Marlen", Martin Scorsese e Oliver Stone. ■

A Eficácia da Assessoria de Imprensa

Por Isabel Flores
Foto: Ronira Fruhstuck

A jornalista Isabel Flores, Viviane Spinelli (diretora da Inffinito) e o ator Reynaldo Gianechinni, um dos convidados do Festival de Cinema Brasileiro de Miami de 2014.



A divulgação, seja de um evento, produto ou serviço, é um dos maiores desafios encontrados por seus representantes e organizadores. O desafio torna-se muito maior quando falamos de algo estrangeiro na América.

Apesar da publicidade ser a forma mais conhecida de propagação de imagem, a assessoria de imprensa segue como uma grande ferramenta, muitas vezes ignorada por empresários, talvez por falta de informação ou limite de orçamento. Mas a verdade é que um trabalho direcionado, coordenado por um profissional de mídia pode fazer a grande diferença. O principal objetivo de uma assessoria de imprensa é conquistar espaço editorial em veículos de mídia impressa, eletrônica e virtual. O assessor de imprensa desenvolve estratégias de divulgação específicas que, eventualmente, podem se transformar em conteúdo editorial, de notinhas em colunas sociais e blogs a matérias de capa de revistas e jornais.

O assessor é a ponte de comunicação entre empresa e imprensa. Por meio de criação e distribuição de press releases e "pitching" editorial, o profissional inicia uma campanha de informação, oferecendo

aos editores todas as peças necessárias para o desenvolvimento de uma matéria jornalística. E é exatamente aí que está o diferencial. É importante destacar que assessoria de imprensa não é publicidade. Enquanto um anúncio pago torna-se visível ao consumidor, uma matéria escrita por um jornalista não só gera visibilidade, mas proporciona credibilidade ao tema abordado pelo veículo. E isso não tem preço.

A comunidade brasileira nos Estados Unidos conta hoje com diversos veículos especializados e direcionados aos brasileiros que vivem na América. Na hora de divulgar um evento ou produto que possui alguma conexão com o Brasil na mídia americana, o desafio é mais complexo, já que o tema normalmente é visto como de interesse dos brasileiros residentes nos EUA e não dos norte-americanos. Muitas vezes, as editorias das mídias "americanas" repassam a possível matéria ou nota para seus veículos hispânicos. A tendência é classificar, no caso de eventos brasileiros, como programa ou produto latino. O profissional de mídia precisa então encontrar referências locais para despertar o interesse dos editores e convencê-los de sua

relevância ao público norte-americano de maneira geral.

Há 18 anos, a Inffinito promove o Festival de Cinema Brasileiro de Miami que deu origem ao Circuito Inffinito de Festivais, hoje a maior vitrine do cinema nacional no exterior. Segundo a diretora Viviane Spinelli, a assessoria de imprensa sempre foi uma das ferramentas utilizadas pela empresa. "O trabalho de um profissional experiente nessa área é fundamental porque atinge mídias que nós não conseguiríamos alcançar sozinhos. É um alcance diversificado e direcionado", diz Spinelli.

"O marketing de fusão sempre foi uma forma inteligente de se fazer marketing, sendo a assessoria de imprensa ou comunicação uma importantíssima ferramenta dentro dessa "árvore" do marketing estratégico", diz Lindenberg Junior, editor da Soul Brasil e um experiente marqueteiro brasileiro que vive nos EUA.

O fato é que em um mercado competitivo como o de hoje, todas as formas de divulgação precisam ser abordadas, porém, a assessoria de imprensa é, sem dúvida, um poderoso instrumento de comunicação ainda pouco utilizado. ■



— Rio-Hollywood-Music Route —



Gustavo Campos is a Brazilian drummer from Rio de Janeiro based in Los Angeles, California, and recent graduate of Musicians Institute in Hollywood. Gus has been enjoying a busy schedule as a professional musician, recording, touring and writing a drum book to be released next year. "I have been recording with Swiss metal band Reign of Lies and Parasoul, which is more of a good vibe,

super chill sound, as well as plays pop, rock, funk and Latin music with different artists like Bossa Zuzu for example" said the drummer.

Gustavo was recently on tour with Reign of Lies, playing in California, Oregon, Washington, Idaho, Utah, New Mexico, Texas and Florida. "We are preparing to do it again by the end of November, and I am very exciting" add Gustavo.

He also has been playing with Parasoul a few shows in order to create buzz for the upcoming EP and tour next year. Even with such a busy schedule, "Gus" is always ready for the next gig. This Brazilian musician has proven to be a talented and eclectic drummer and we will definitely be watching him play and reading his name on a lot of new albums pretty soon. ■

*Photos: Out of Mind Imaginations



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The Experience as a Fashion Photographer

Lisa Neary

At the beginning of this year, I retired from Caesar's Entertainment and opened a small family portrait studio here in Las Vegas as photography is a long time passion! I was happily taking photos of local families when I was offered a chance to join some friends and to photograph a model practice for a big runway fashion show. There I met the noted Brazilian Fashion Designer, **Aldo Mencatto**, now living in Las Vegas and my life as a photographer will never be the same.

He liked what he saw in my photos and asked me to keep coming back to the practices and help him backstage with the Blue Party Runway Fashion Show, a huge event at the Las Vegas Merchandise Center. I never thought myself capable of fashion photography, one of the highest forms for photography, but Aldo encouraged me and even acting like a tutor, given me important tips and me telling how I can improve my skills through this new direction.

Few weeks ago, a fashion hair stylist I had met at the Blue Party Runway Fashion Show, **Val Cetaj**, asked me to do a shoot in my studio to showcase some new hairstyles with the beautiful Brazilian **Ellen Alves** as model and featuring some of Aldo's famous gowns for the runway and the red carpet. I jumped at the chance. I have worked with models, but never one as talented and professional as Ellen, the 2011-12 Miss Brazil-USA Nevada and now its pageant director.

The hair styling, makeup and photography took over 6 hours, but she was positive, cooperative, complimentary and joyful the entire time and when Ellen steps in front of the camera she is life and fun and simply magic. Val's hairstyles are incredible, Ellen is radiant, Aldo's designs are timeless classics and I was the lucky one who got to photograph it all and try to do them justice. I have a long way to go to be as good a photographer as I want to be, but I could never have progressed this far without Aldo Mencatto's encouragement, patience and guidance.

The happiest part for me is that I am not alone. I see Aldo and Ellen and other Brazilians here in Las Vegas treating each other and non-Brazilians like me with the same encouragement and helpfulness and patience. There seems to be in the Brazil-USA spirit a joy of life, a positive attitude about the future and each other and a willingness to work hard for their dreams and their families that I have rarely seen in my almost 70 years. I feel blessed. I am blessed. And I am writing this article just to show my new life experience, and for you, the reader, to remember important "little" things in life like to have and express your gratitude.

***Lisa Neary have a interesting photography group called "Let's Help Each Other Be Better Photographers" that meet twice a month in her studio and with each meeting themed on a particular type of photography. Members skilled at that type share their knowledge, techniques, experience and photos on an 8ftx8ft display screen. Membership is open with no charge and is listed under Meetup website - www.LisaNearyPortraits.com**





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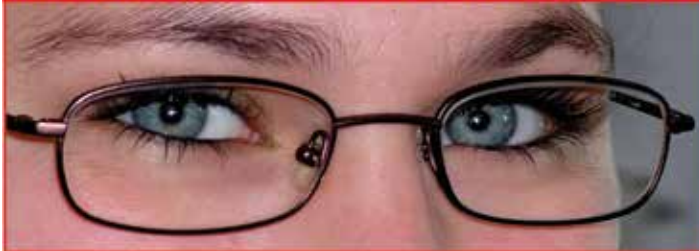
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Valéria Cruz



Born: Rio de Janeiro, RJ – Brazil. **Living Now:** Williamsburg, VA. **Weight:** 122. **Height:** 5' 6". **Sign:** Capricorn. **Color:** Orange, Green and Bronze. **Food:** Rice, Beans and a steak! I Love Brazilian BBQ!. **Hobby:** Dance and Traveling. **Sport/Fitness:** Boxing, Cardio and Weight Lift. **Music:** Samba, Funk, Salsa and Hip-Hop. **Career:** Licensed Aesthetician and Massage Therapist. **A Dream:** My own Spa or Retreat. **Motto:** Be yourself. There's no one better than you!



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