



NailedIt
VIETNAMESE & THE NAIL INDUSTRY

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#NALEDIT DOCUMENTARY INDIEGOGO CAMPAIGN WRAPS WITH CROWD FUNDING PARTY

Sponsors event and sneak peek screening Thursday, August 7 at Bed-Vyne Brew in Brooklyn NY

New York, NY — Vietnamese-owned nail salons account for more than 80 percent of salons in California, and 40 percent in United States' multi-billion dollar nail industry. Award-winning filmmaker Adele Pham delves into this world of beauty hotspots in her new documentary *#NailedIt: Vietnamese & The Nail Industry* and will host a crowdfunding party in Brooklyn, NY on **Thursday, August 7 from 7-10 p.m.**

The *#NailedIt* team's aim is to raise \$15,000 through their efforts with Indiegogo, a crowdfunding website that allows users to create and promote fundraising initiatives. Contributions to the *#NailedIt* campaign will help cover production costs and fund a first cut of the feature-length film. You can visit the *#NailedIt* GOGO page at: igg.me/at/naleditdoc.

"*#NailedIt* follows the nail industry from its earliest days and tells the tale of how a chance encounter between 20 female Vietnamese refugees and actress Tippi Hedren in 1975 changed the face of the trade and industry, once exclusive to the jet set," Adele Pham, *#NailedIt*'s director said.

"We are compelled to tell this tale of how Vietnamese nail salons are a linchpin between different cultures, Vietnamese economic autonomy, and a classic American dream story. Through this unique point of view, we can spotlight health disparities that are prompting changes in nail industry practices. We need everyone's support as we come to the latter part of our filming journey".

The *#NailedIt* campaign runs until **August 25th, 2014**. For their financial support of *#NailedIt*, backers will receive prizes that include nail polish, mani-pedi parties, home gel kits, and even your own mini film produced by the *#NailedIt* team.

If you're interested in funding the film, visit igg.me/at/naileditdoc. For more information about #NailedIt visit NailedItDoc.com or e-mail chanelwoodslove@gmail.com.

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#NailedIt is a documentary film about the impact that the Vietnamese nail industry has had on the United States and on Vietnamese American culture.

Adele Free Pham is a Vietnamese American documentary filmmaker who has lived in New York for more than a decade. Her documentaries have aired on HBO and PBS.