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FOR IMMEDIATE RELEASE

LOS ANGELES, CA (March 24, 2021) – [Vibrant Penguin](#), a multimedia production company based in Los Angeles, announced today the premiere of its movie “[All Sorts](#)”, the second feature film for Writer, Director, and Creator [J. Rick Castañeda](#). The announcement comes as Castañeda revealed that his film has been selected by the [Seattle International Film Festival](#) (SIFF), and will premiere in the digital-only event to 500 ticket buyers April 8-18. Tickets go on sale to SIFF members on March 24, 2021, and the general public on March 25, 2021.

“All Sorts”, a movie about a lonely data entry clerk who stumbles into the world of championship folder filing, is a quirky comedy about finding magic in everyday life. The main character, Diego (played by [Eli Vargas](#) of “Chavez”; “You, Me and Dupree”; “Arrested Development”; and “Burning Bodhi”), is desperate to find a job, excitement, and even love. New on the job at a strange company, Diego stumbles into an incredibly fast filer named June (played by [Greena Park](#) of “The Comedown” and “Family from Tang”), and the two journey through a wildly unexpected office adventure.

“When I moved to Los Angeles to break into the film industry, I worked a lot of mundane office jobs,” Castañeda said, describing his inspiration behind the story he wrote 19 years ago. “I found lots of time to imagine magical escape routes out of the grey cubicles where I was trapped everyday. I really wanted to add a little magic to this otherwise dreary landscape.”

Through Castañeda’s imagination came a mystical office story about the surreal world of Data-Mart and the eclectic people who work there.

Trying to make an independent film amidst a global pandemic hasn't been easy, though. Post-production nearly wrapped on the film at the beginning of 2020, and plans to premiere that year were underway before all the festivals where Castañeda was applying got cancelled.

"All of a sudden, everything changed," Castañeda said. "And like a few high-profile films, we decided the best thing to do was wait until we could actually play in movie theaters. But then, a few weeks ago, SIFF told us we'd been selected. We applied for their 2020 festival, which had been cancelled, and they wanted our film for 2021. And we thought, well, we can't say no to SIFF!"

"We were really hoping for an in-theater premiere," he said, "but things change. It's been a year since everyone started quarantining because of the pandemic, and we thought this movie might lift some spirits. If you've been working from home this whole time, and missing the office, this movie is for you! It's kind of ridiculous that we're premiering this 'office movie' in this strange time when most people are not going into the office. But we think it'll be nostalgic. And since SIFF is virtual this year, this will allow people all over the country to see the film."

The Seattle International Film Festival has been held annually in Seattle since 1976, and will include films from over 50 countries. Castañeda chose the Seattle International Film Festival for the film's debut because of its world-class reputation, and its close proximity to where the movie was made.

"All Sorts' was made in Washington, and a lot of our cast and crew came over from Seattle," he said. "This festival is really important to us not only because of our local ties, but also because it's a top-tier festival with a international reach."

It's the second feature Castañeda filmed near his hometown of Granger, WA. In 2011, he used a local cast and crew to film [Cement Suitcase](#), an award-winning comedy about a wine salesman in the Yakima Valley. It was such a success, he knew the area was the perfect spot for his next movie, too. After enlisting many of the same cast and crew, he shot the movie in 18 days before returning to Los Angeles for post-production.

“All Sorts’ is truly a community-made film,” Castañeda said. “The producer and art director stayed at my parents’ house. Other family friends invited crew members into their homes. Our cinematographer [David Carstens](#) asked if he could just bunk in one of the offices where we filmed instead of his own place, and then set up a lot of shots before anyone showed up each morning. And that’s just one example of many. Everyone really pulled together and made a lot of sacrifices to make this film the best it could be.”

Vibrant Penguin’s goal is to have a theatrical release later this year, before moving to video on demand and DVD sales in 2022. Castañeda’s hope is to put a smile on viewer’s faces during these uncertain times.

“We want to make magic; that’s why we make movies, and that’s especially why we made this movie,” he said. “This is a very positive movie about love, about friendship, about finding magic in a dim, drab place. We think it will bring smiles to a lot of faces, and really get people to think about their world in a different way.”

About Vibrant Penguin and J. Rick Castañeda

Vibrant Penguin is a multimedia production company based in Los Angeles creating original content. J. Rick Castañeda is an award-winning writer/director of branded content and narrative films, and founder of the production company Vibrant Penguin. He wrote and directed the feature film Cement Suitcase, a comedy-drama set in Central Washington. The film screened at more than ten film festivals, won multiple awards, and currently has a 100% Fresh rating on Rotten Tomatoes. It received wide distribution on Cable VOD, and also was picked up by Amazon Prime, Hulu, and iTunes. Originally from Granger, WA, Rick graduated from USC with a major in Creative Writing and a minor in film. He has directed videos for Disney, MSN, Imagine Dragons, League of Legends, and LEGO, and just recently wrapped his first season of The Sushi Dragon Show Starring TheSushiDragon for VENN TV. All Sorts is his second feature film.

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