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Press Release

Benjamin Bratt handpicks Big Rich for his award winning film, “La Mission.”

Big Rich’s first video “That’s the Business” is still making history for his city (San Francisco) and for independent Hip Hop artists.

San Francisco, Ca, April 28, 2010: When Actor Benjamin Bratt and Peter Bratt (Director) came back home to San Francisco to shoot a movie about the Mission District where they were raised, they decided to use homegrown talent. Benjamin was looking for a music video that would embodied the masculinity of the film; he handpicked San Francisco’s own, Big Rich. Big Rich’s video “That’s the Business,” played during the movies most defining scene. The videos role was pivotal, but it teaches the audience about the cultural differences and adversities that are faced everyday in our communities and the realistic growth process we all have to learn to overcome them.

- For more information about the synopsis of the movie or movie show times and locations please visit: <http://www.lamissionthemovie.com/>
- To watch “That’s the Business” music video: <http://www.youtube.com/watch?v=6oJB2kit7Qk>

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