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FOR IMMEDIATE RELEASE

4th Generation Altadena Native Launches Christmas Film Festival for Eaton Fire Households Receiving More Than 1,200 Submissions

Altadena/Pasadena, CA — December 4, 2025 — The Altadena Gift Card Foundation (AGCF), a 501(c)3 public charity, proudly announces the launch of its inaugural film festival, ChristmasFest; a global celebration of storytelling, resilience, and community healing to benefit those displaced by the Eaton Fire.

Launched in September, the festival has received more than 1,200 submissions from an excess of more than 100 countries around the world from artists who understand displacement. Seeking to elevate voices of artists everywhere while delivering real assistance to families affected, AGCF has high hopes as a new 501(c)3, founded this March, to begin its inaugural funding cycle.

The festival founder, Tugené Davis, a fourth-generation native with over 30 years of experience in the arts is a BFA, Arts Administration graduate from Howard University who is currently obtaining her MFA in Film Production at Loyola Marymount University with a specialization in Creative Producing.

“Although we are a public charity providing direct assistance, new non-profits don’t have the privilege of easily obtaining grants to fund our efforts,” says the founder.

Through ChristmasFest, AGCF will raise funds to provide \$250–\$500 boxes of varied gift-cards to displaced households adding to more than \$2,500 given through the personal effort of its founder before starting the foundation. AGCF is focused on magnifying the Christmas spirit in the Altadena community to ensure Altadenians always have a reason to come home.

Tugené (pronounced too-GUH-nay) says, “growing up with Christmas Tree Lane and Hasting Ranch at Christmas time really impacted the fires ravishing our community while Christmas gifts and decorations were still fresh. I wanted a Christmas ‘do-over.’

As the Youth Ministry Director at Perfecting Home Church, under the leadership of Pastor Marvin Winans, Jr., Tugené’s received support earlier this year to distribute gift



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card boxes for impacted households. Through phone calls, text messages and social media, Tugené leveraged her personal networks for immediate support. With an authentic motivation behind the boxes, they provide those displaced with the knowledge they are loved and not forgotten while unable to return home.

The Eaton Fire, which began January 7, 2025, scorched over 14,000 acres, destroyed and damaged thousands of homes, and displaced tens of thousands of residents in Altadena, Pasadena and surrounding foothill communities. The disaster disproportionately affected long-standing families, many multi-generational, and continues to threaten community cohesion and generational legacy with countless still in need of living stability.

Through ChristmasFest 2025, AGCF hopes to generate significant support to begin a funding cycle with an opening night at iPic Theaters in Pasadena for an evening of dinner and films at a VIP Founder's Impact Reception on Monday, December 15, 2025 from 6-8pm. Partner and sponsorship opportunities are available as the festival continues once a month through the second quarter of 2026 offering filmmakers who submitted films additional opportunities to showcase their work.

ChristmasFest is seeking long term relationships with filmmakers, industry professionals, local supporters, and press to grow with this unique annual event of hope, creativity, and compassion for Los Angeles. For growing event details, volunteer support, tickets, partner and sponsorship opportunities visit www.aChristmasFest.com

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