

Press Kit

Goals for Girls *(Goles y Metas)*

A documentary about not becoming a stereotype.

Girls in a slum in Buenos Aires dare to play a game that is off-limits to women in Argentina: Soccer. A video-workshop started by the filmmakers will help them take back the narrative of their own lives.



By Ginger Gentile and Gabriel Balanovsky

For more information please contact:

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(blog, high res photos, short film, background info, donation opportunities)

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Produced by San Telmo Productions with the financial support of INCAA
(Argentine Film Board)

Documentary & Project Synopsis

Goals for Girls follows the struggle of a group of girls from the infamous Villa 31 **shantytown** in Buenos Aires who want to play a sport that is off limits to women in Argentina: **soccer**.

With humor and colorful imagery, this documentary explores what it takes for girls to score goals on the field and reach their life goals when their families and society sees them only as future maids, **criminals** or **teenage mothers**.

Goals for Girls follows these girls as they **confront the boys** who don't respect their rights to use the field, learn the value of **teamwork** and organize an inter-slum **championship** themselves—that they also want to **win!** They will also compete to participate in the “Homeless World Cup” in Brazil (only a few girls will be able go) and some girls will try out for major soccer clubs women's teams—and find out that even getting a coach to look at you if you are a girl is impossible.

The experiences of these “slum soccer girls” will not only be documented by filmmakers who have been following them since 2008, but the girls themselves will contribute through a **video workshop** where they will learn how to interview and do basic camera work. The audience can get **uncensored** view into their world and the girls will begin to take back the narrative of their own lives.

At times raw, funny and always full of **surprises**, the protagonists of ***Goals for Girls*** will show young people all over the world that realizing goals requires more than **hard work**, it also requires the support of a **team**.

Goals for Girls is currently being filmed in HD and will be ready for wide release and television broadcast by May 2011, just in time for the 2011 Women's World Cup in Germany. While partial funding has been provided by the INCAA, the filmmakers are currently seeking to **raise funds** to implement the video workshop and have **501c** status via the NGO Soccer Without Borders.

Co-directed by **Ginger Gentile**, a native New Yorker and graduate of Columbia University who has lived in Argentina since 2002, and **Gabriel Balanovsky**, Argentine and with more than 15 years experience as a filmmaker.



Meet the Girls:

We will be happy to arrange telephone interviews with the girls or present them personally, with their previous approval and the consent of Coach Monica Santino.

Karen, 16

Karen has big dreams: play soccer in the majors, become an actress or a singer. But her parents often make her miss practice to clean house. She is the first girl to talk in the short film.



Laura, 18



Laura participated in the 2009 Homeless World Cup in Milan, Italy and wants to enter the majors, and also study to become a physical education teacher so she can teach other girls to play soccer (and because she knows that women's soccer doesn't pay). She hates it when men yell at her to wear a skirt or wash dishes.

Cechu, 16



Cechu was one of the team's most promising players when she became pregnant at 15. However, her family was happy for her to become a mom, as in the Villa, it is considered a rite of passage for many girls. She now lives outside of the slum with her boyfriend and his family, who do not approve of her playing soccer. Will she make her own path, or end up becoming a statistic?

Coach Monica Santino, 42



One of the pioneers of women's soccer in Argentina, she is also an important feminist and lesbian activist. She currently works in a woman's center, and coaches two other teams, one of which is located in a different shantytown. She has been the coach since 2008, when she took over for Alison Lasser, a US exchange student who started the program.

Filmmaker Biographies: Ginger Gentile & Gabriel Balanovsky

Co-directors Ginger Gentile and Gabriel Balanovsky are unlikely candidates for filming a documentary about soccer: Ginger was a big nerd in school in her hometown on Long Island, nearly failing gym class numerous times and Gabriel is the rare Argentine who doesn't care much for the national passion that is "futbol". But both are passionate about challenging gender stereotypes especially that women are naturally more docile or weaker, and found in the story of the girls of Villa 31 the perfect example of women trying to play a sport that is only closed to them because of cultural stereotypes.

Since 2007, the creative duo and couple has worked together on documentaries for Independent Film Channel and Current TV and in 2008 formed San Telmo Productions <http://www.santelmoproductions.com>, one of Buenos Aires fastest growing boutique audiovisual production companies.



Ginger Gentile was raised on the eastern end of Long Island, New York and graduated from Columbia University in 2002. Soon after graduating she left to travel in Latin America to learn Spanish, but ended up staying in Buenos Aires. She is one of the few foreigners who has worked her way up in the Argentine film industry, editing feature films and working as assistant director, as well as directing many short films. When she isn't filming or editing, she

blogs at <http://filminginargentina.wordpress.com> the most widely read English-language site about Argentine Cinema.



Gabriel Balanovsky spent his childhood in Avellaneda, a short distance from Buenos Aires city and studied journalism in the University of Buenos Aires right after democracy was restored in Argentina. After his studies he worked for some of the most prestigious media outlets before deciding to take a three year trip around Europe, North Africa and the Middle East, where he learned to speak English. Upon returning he

decided to devote himself to his true love: film. Gabriel has filmed award winning short films such as "Enjaulado" in 35mm and produced commercials for various companies, including Delaostia. He is the rare person who loves to wake up at 4am for a film shoot!

Official Selection in Film Festivals 2009 and 2010

A short film made by the filmmakers before starting principal photography is an official selection at the following festivals:

"Pizza, Birra y Cortos" Short Film Festival Galvez, Santa Fe, Argentina, 2009. 2nd Mention.

Columbia University Alumni Film Festival 2010, New York, USA.

Mecal 12º Festival Internacional de Cortometrajes de Barcelona, Spain, 2010. Official Selection.

2010 Festival Internacional Cineposible de Extremadura, Spain. Official Selection.

2009 National Festival of Video and Film Documentary, Chubut, Argentina. Official Selection

PRIZES

In 2009 "Goals for Girls/Goles y Metas" won a grant of \$39,000 dollars from the INCAA (National Argentine Institute of Audivisual Arts) towards the production.

Story Angles:

The other side of soccer: FIFA Soccer World Cup will be played in South Africa June 11th to July 11th 2010. "Goals for Girls" shows another side to the game than cheering fans and millionaire players.

Women's Soccer Advances in US: The Women's Pro Soccer League has been operating in the US since 2007 and continues to grow. However, in other parts of the world, women still have a long way to go. <http://www.womensprosoccer.com/> The season begins in April and ends in September.

Homeless World Cup. 6 girls from the Villa 31 Soccer Team will be participating in the 2010 Homeless World Cup, in September in Brazil. The championship requires that teams are mixed. Last year, one girl traveled to Italy for the 2009 World Cup. <http://www.homelessworldcup.org/>

Money for Men's Soccer, No Money for Women's Soccer in Argentina. In 2009 Argentina's government paid \$155 million to broadcast soccer for free on television, in effect subsidizing the entire industry. However, no legislation similar to the US's Title IX exists, and women's soccer lacks funding and institutional support. <http://www.reuters.com/article/idUSN1933273720090819>

Women's World Cup, June 2011 in Germany. "Goals for Girls" is scheduled to be released to coincide with these dates.

The other side of Buenos Aires: Tourism grows in Argentina while literally across the train tracks from Recoleta, the city's richest neighborhood, lies the slum "Villa 31" where the girls live and fight to play soccer.

PRESS

May 27, 2010 "BA-LIVE" English-language radio show on 89.5fm, three minute interview with co-director Ginger Gentile. <http://www.sorrelmw.com/ginger/>

April 15, 2010-East Hampton Star, profile on Project and co-director Ginger Gentile "Shining a Light on Poverty and Soccer"

Such is life in Argentina, Ms. Gentile said. "Victims of injustice — if the anger consumes them — it becomes drug use and violence." She expects that the girls, who she has watched come into their own, will throw off those shackles and create a new future. She hopes that her documentary will be a start in the right direction.

<http://www.easthamptonstar.com/dnn/Arts/ShiningaLightonPovertyandSoccer/tabid/11835/Default.aspx>

June 13, 2008 – The Argentines. "Goals for Girls" (in English). Link: <http://www.theargentines.com/socialissues/development/goals-for-girls/>

November 19, 2008 – Diario Crítica. "Muñecas Bravas en el Potrero" Link: <http://www.criticadigital.com/imprensa/index.php?secc=nota&nid=15675>

December 27, 2008 – Radio de las Madres, AM 530. Programa de "Radio Mejor Hablar de Ciertas Cosas"

January 24, 2009 – The Sydney Morning Herald. "Going for goal: Argentine girls battle for territory" Link: <http://www.smh.com.au/news/sport/football/going-for-goal-argentine-girls-battle-for-territory/2009/01/23/1232471589786.html>

March 5, 2009 – Le Petit Journal. "Journée de la Femme – Au coeur de la Villa 31, une équipe de football féminin" Link: <http://www.lepetitjournal.com/content/view/37102/303/>

March 21, 2009 – Diario La Nación. "Otra Forma de Pedir el Cambio" Link: http://www.lanacion.com.ar/nota.asp?nota_id=1110313

January, 2010 – Revista Bound (Australia). "Game for change. The girls' soccer team is playing for high stakes – breaking the cycle of poverty"