

# 'A Fragile Flower's Nationwide Promotional 'Cinetour' Marks A Stunning Success, Selling Out On Every Stop Of The Tour

*Award-Winning Romantic Drama 'A Fragile Flower's Nationwide Promotional 'Cinetour' Marks A Stunning Success, Selling Out On Every Stop Of The Tour*

NEW YORK, NY, UNITED STATES, April 3, 2024 /EINPresswire.com/ -- The award-winning romantic drama [A Fragile Flower](#), the first ever Vietnamese feature film produced entirely in the United States, which launched theatrically nationwide on March 29th, was accompanied with a 16-city



A Fragile Flower Poster

promotional USA 'Cinetour,' a series of special VIP events where filmgoers could see the film and have a chance to meet and mingle with key cast members and producers of the film. The brainchild of the film's executive producer Dr. Jacqueline Nguyen, the Cinetour was a major success, selling out in every single city.

“

We created the Cinetour as a way to reach audiences, which proved to be a perfect way to spotlight our film and interact with foreign film enthusiasts from around the country.”

*Dr. Jacqueline Nguyen*

“A Fragile Flower is a very special film, a romantic drama with a universal story that appeals to all audiences and all cultures,” comments Dr. Nguyen. “We created the Cinetour as a way to reach audiences, which proved to be a perfect way to spotlight our film and interact with foreign film enthusiasts from around the country.”

Sold out in every city, the Cinetour began on March 21st in Orange, California and March 23rd in Portland, Oregon,

and continued on to 14 additional cities around the country, including San Jose, Las Vegas, San Antonio, and Chicago. The tour will end on April 4th at AMC Empire in New York City.

Produced by the visionary duo Mai Thu Huyền and Dr. Jacqueline Nguyen, A Fragile Flower is the captivating love story and musical drama, with a screenplay penned by Vietnamese singing

sensation Nhat Ha. The critically acclaimed film is distributed in the United States by leading film distributor Atlas Distribution Company (<https://atlasdistribution.com/>).

Recently, Til Lowery of Texas-based TL Global Inc.

(<https://www.tlglobalinc.com/>) signed on as executive producer.

“The Cinetour for The Fragile Flower was a new concept in theatrical movie marketing,” adds Atlas Distribution’s CEO Harmon Kaslow. “We’re extremely pleased with the results, with each and every stop on the tour playing to packed houses. We hope to incorporate the Cinetour concept in the promotional plans for our future releases.”

[Official Trailer:](#)

<https://youtu.be/lws6lhBdqo0?si=1NLp6Z8-P1xI5F0t>

On March 29, A Fragile Flower premiered in California, Texas, Arizona, Colorado, Florida, Georgia, Hawaii, Illinois, Kansas, Louisiana, Maryland, Massachusetts, Minnesota, Michigan, New Jersey/Pennsylvania, New York, Nevada, North Carolina, Ohio, Oregon, Tennessee, Utah, Virginia and Washington State in Regal, AMC and Cinemark Theatres. A full list of [cities/theatres](#) is available here:

<https://www.facebook.com/AFragileFlowerOfficial/posts/pfbid0DoqmsrqmbDUJPtEwf2nG5DSLokWsmY4jZW67DRpeT1ri1CXw6HNdRtbPnVMEXP9C1>

A poignant exploration of the main character's personal trials, triumphs, and aspirations, A Fragile Flower tells the tale of resilience and hope through the eyes of a blossoming Vietnamese



Dr. Jacqueline Nguyen at March 21st World Premiere in Orange, CA. Photo by Tshombe Sampson.



Georges Chamchoum, Dr. Jacqueline Nguyen, Mai Thu Huyen, Nhat Ha Photo by Tshombe Sampson

songstress blessed with both a mesmerizing voice and a gentle soul. The film boasts a talented cast of professional Vietnamese singers and actors, including Trizzie Phuong Trinh, Nhat Ha, Anh Dung, Khanh Hoang, Lam Tuyet Trang, Ho Xuan Dao, Duc Tien, Baggio Saetti, Jacky Tai, Jacqueline Thu Thảo, Jinstar Nguyen Duy along with Maya, Quoc Cuong and Mai Thu Huyen.

Last week, the film received top honors at the 2024 New Delhi Film Festival. A Fragile Flower was named Top 3rd Feature Film, International Competition at the festival's awards ceremony held on March 28 in New Delhi. The film was the only Vietnamese film award recipient showcased at the festival, organized annually by Jaipur International Film Festival Trust, and among 29 films awarded from outside of India. This month, the film will debut in Vietnam at the Ho Chi Minh City International Film Festival, followed by theatrical runs in Vietnam in April and in India in May.

A Fragile Flower also recently received six awards at the FLOW Film Festival held in Hollywood, Florida, including the Best Film and Best Original Score awards, with individual awards included Jacqueline Nguyen being named Best Producer and Best First Time Filmmaker; Huong Thu Mai named Best Actress; and Mai Thu Huyền named Best Supporting Actress. All fourteen songs in the movie were performed by Nhat Ha, who is also the film's scriptwriter.

For more information about A Fragile Flower, please visit the official website at <https://afragileflower.com> Follow the film on all social media platforms, using the hashtag #AFragileFlower.

#### About TINCOM MEDIA

Mai Thu Huyền and Jacqueline Thu Thảo: The dynamic duo behind TINCOM MEDIA of California, a production company dedicated to creating impactful and thought-provoking cinema. A Fragile Flower (Đóa Hoa Mong Manh) marks their latest addition to a portfolio recognized for its



Maya and Mai Thu Huyen



World Premiere in Orange, California Photo by Tshombe Sampson

emotional depth and ability to connect with audiences worldwide. For more information, please visit: <https://tincommedia.global/tincom>

###

Nicole Goesseringer  
Kultura PR International  
+1 310-804-0964

[email us here](#)

Visit us on social media:

[Facebook](#)

[Instagram](#)

---

This press release can be viewed online at: <https://www.einpresswire.com/article/700742195>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2024 Newsmatics Inc. All Right Reserved.