

With the start of a new year Endless Films is proud to announce the Vidalito Documentary. As put by the director of the film, Amanda Sarabia, this is a documentary that “chronicles Vidalito’s life, sharing a story of a Latino that goes beyond tired stereotypes”. Here at Endless Films, we use visual mediums and the power of film to tell a story. In this case, a story of a young man who, despite the adversities of life, is able to pursue his passion. A story that captivates the true meaning of resilience. A story that builds momentum to those who have lost hope, to those who are living in a profound dreadfulness and have not found a way out. The story of Vidalito is a story that shows that not all heroes wear capes, and that the difference between living an extraordinary life from an ordinary one lies within the ability to do and not a disability that disproves.

Endless Films alongside director Amanda Sarabia hopes that “audience’s will get to listen, learn and evolve about a Latino, defying the odds despite the circumstances”. As a brand, we understand the importance of inclusivity and we believe that by telling Vidalito’s story, major NASCAR enthusiasts will understand that a disability does not establish the ability of a human to perform. With our slogan “An endless cycle of creativity” we believe that this documentary will inspire others, just as much as it has inspired us. Vidalito’s disability is only an opportunity for him to do the impossible. That impossible teaches us a lesson to every extent possible, whether it’s business, art, or any other form of living, and that is, that disability is just a matter of perception and that creativity will prevail even in the darkest times.