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FOR IMMEDIATE RELEASE:
August 4, 2022

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The New Mexico Film Office Announces Commercial Productions Filmed In New Mexico

SANTA FE, N.M. - The New Mexico Film Office announces four commercial productions have filmed in New Mexico.

Twilight Commercials - Los Cerrillos is a commercial produced by First Eye Films Incorporated. The project was filmed in Cubero,.

Los Cerrillos is a commercial announcing an exciting new product for US Eagle Credit Union. "Twilight" shows what can happen when you think you've run out of money stranded at a remote gas station - with no gas.

The commercial is directed by John Kenjar and JV Zamora and produced by Reinhard Lorenz.

The production employed approximately 15 New Mexico crew members, 3 New Mexico principal actors, and 2 New Mexico background/extras.

For more information about the production contact: info@firsteyefilm.com

Talweg Creative – Keep New Mexico True is a commercial production produced by Talweg Creative Inc. The project was filmed in Santa Fe and Las Cruces.

Keep New Mexico True includes two 30-second commercials for the New Mexico Tourism Department highlighting environmental stewards.

The project is directed by Ryan Heffernan (commercial work on RAM, YETI, REI) and produced by Grason Schaffer (commercial work on RAM, YETI, REI). The production employed approximately 4 New Mexico crew members, 2 New Mexico principal actors, and 10 New Mexico background/extras. New Mexico principal cast includes Elizabeth Juarros and Sara Pierpont.

In FY 2022, Talweg Creative continued to film 30-second commercials for Keep New Mexico True projects, including productions highlighting the Roswell Museum Art Center Mural, Las Cruces Police Department's Libby the sniffer dog, Bosque del Apache, and Native American speed skier Ross Anderson.

These productions employed approximately 4 New Mexico crew members, 1-2 New Mexico principal actors, and 1-2 New Mexico background/extras. New Mexico principal cast for the various productions included Larrybob Phillips, Police Officer John Tiveros, Cristina Ortega, and Ross Anderson.

For more information on the production, contact: info@talwegcreative.com

Jak & Flux – UNM Promo Video: Keep New Mexico True is a commercial production produced by Jak & Flux LLC. The project was filmed in Albuquerque and Shiprock.

The project is a promotional video for the University of New Mexico directed by Phil Torres and produced by Keagan Karnes ("Walking With Herb," "Land of Dreams").

The production employed approximately 15 New Mexico crew members and 40 New Mexico principal actors.

For more information on the production, contact: keaganpk@gmail.com

Reelz Channel: Reelz Channel, New Mexico's only national network, has produced and shot approximately 120 commercial projects annually. The projects were filmed in Albuquerque, Los Ranchos, and Rio Rancho throughout 2021 and 2022.

The commercials are produced to market Reelz Channel New Mexico shows and shown on cable, satellite, and various streaming services.

The productions employ approximately 13 New Mexico crew members.

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The Economic Development Department's Mission is to improve the lives of New Mexico families by increasing economic opportunities and providing a place for businesses to thrive.

