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New Mexico Film Office Announces Feature Film “Tyler Perry’s Joe’s College Road Trip” Begins Production in New Mexico

Santa Fe, NM -New Mexico Film Office Director Amber Dodson announced today that the feature film, “Tyler Perry’s Joe’s College Road Trip,” will film in and around Las Cruces.

“We are thrilled to welcome Tyler Perry and ‘Joe’s College Road Trip’ to Las Cruces,” Dona Ana County Senator Jeff Steinborn stated. “As one of America’s most prolific Directors, we’re excited to be able to offer our great outdoor locations and warm winter filming climate to this prestigious film production.”

The production will employ 90 New Mexicans – 45 crew members and 45 background talent. The film is directed by Tyler Perry (“A Jazzman’s Blues,” “Mea Culpa”), produced by Perry and Angi Bones (“Single Drunk Female”), and is set to star Perry, Jermaine Harris (“Saturdays”), Amber Reign Smith (“The Other Black Girl”), Bethany Anne Lind (“Ozark”), Jeremy Gimenez (“The Shift”), Millie Jackson (“Censor”), Wil Deusner (“Stargirl”), Patricia Williams (“Drugstore June”), and Nickolas Wolf (“The Family Plan”).

The film follows B.J. as he gears up for a cross-country college visit with his best friends after graduating high school. His father, Brian, is initially excited about the opportunity until he realizes his son has a sheltered and disconnected view of what it means to be Black in America. He takes his concerns to none other than Madea, who quickly confirms that B.J. has a lot to learn about the real world. Madea offers a solution: instead of B.J. traveling cross-country with his all-white friends doing all-white activities, he should do the drive with his grandfather Joe. They then embark on a trip that changes the trajectory of both of their lives.

The grandfather and grandson duo set out on their journey, stopping at Joe’s favorite places along the way. Joe and B.J. struggle to connect and understand each other’s mentalities until a pit stop goes awry, and B.J. realizes how much wisdom exists within Joe. It’s a tale of self-discovery, cross-generational respect, and connecting to and honoring the past as the purest means of stepping into the future.

“This project marks an exciting chapter for New Mexico’s flourishing film industry and showcases the vibrant energy of Las Cruces,” Dodson stated. “Not only will this production generate employment and economic growth, but it will also shine a spotlight on the unique charm and cinematic potential of our state.”

For more information, contact lowe@ssmandl.com.

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The New Mexico Film Office (NMFO), a division of the Economic Development Department, works to ensure the longevity and progress of New Mexico's film incentive, grow the film, television, and digital media industry, and expand entertainment economic opportunities for New Mexico businesses and residents.

- Named one of [Deadline's Hot Spots](#).
- Three New Mexico cities were selected as "[2024 Best Place to Live and Work as a Moviemaker](#)" by MovieMaker Magazine for the second consecutive year.

To learn more, visit nmfilm.com.

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A division of the [New Mexico Economic Development Department](#)



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.



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