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New Mexico Film Office announces production of tourism commercial highlighting world-class guitar-making

Albuquerque, NM—The New Mexico Film Office announced today that a commercial showcasing the Pimentel family and their world-class guitar-making will be filmed in Albuquerque through March.

Ryan Heffernan, who has directed RAM and YETI commercials, will direct the commercial. Grayson Schaffer of Talweg Creative, who has worked on commercials for YETI and Chevrolet, will produce. This creative production will be part of the Living Legends campaign for New Mexico True. It will be placed in national markets in 2025 and 2026.

The production will employ approximately 5 New Mexico crew members and 4 New Mexico principal talent.

For more information, contact info@talwegcreative.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](#)



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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.



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