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The New Mexico Film Office Announces *Die Pretty* is Currently in Production in New Mexico

SANTA FE, NM - The New Mexico Film Office today announced the television pilot *Die Pretty*, produced by Ninety 90 Pictures, is currently in production in New Mexico. Principal photography is taking place in October 2021 in Carson and Albuquerque, New Mexico.

“The production company behind this project, Ninety 90 Pictures, is a non-profit with a fantastic mission of providing jobs and support to those going through addiction recovery,” Amber Dodson, director, New Mexico Film Office, said.

Die Pretty, starring Ashley Fountain (Actor – *Thank You for Loving Me*), is a psychological dramedy that shows a fractured view into the life of a recovering addict as she grapples with a family curse that may leave her dead by 33. *Die Pretty* is directed by Sam Quinn (Actor – *Better Call Saul*, *Jane Got a Gun*, *Only the Brave*) and written and produced by Scott Langer (writer and producer of the award-winning play *Thank You for Loving Me*).

“We are excited to bring this production to New Mexico. All shooting will be done on location in Albuquerque, except for one night shoot in Carson, New Mexico. The locations are a mixture of private residences and iconic Albuquerque spots like Phil’s Pills and The Owl Diner,” Langer said.

The production will employ approximately 18 New Mexico crew members, 11 principal actors, and 5 New Mexico background and extras.

For more information on the production, contact [**scott@ninety90pictures.com**](mailto:scott@ninety90pictures.com). To learn more about Ninety 90 Pictures visit [**ninety90pictures.com**](http://ninety90pictures.com).

All film and television productions in New Mexico are required to adhere to the state’s operative emergency public health order, associated public health restrictions and COVID-Safe Practices.

The New Mexico Film Office has released Back2One, a catchall set of principles, general recommendations, and resources for film and television

productions operating during COVID-19. Back2One recommendations and other COVID-Safe Practices can be found at nmfilm.com.

About Ninety 90 Productions: *Ninety 90 Pictures is a non-profit film and television production company that provides jobs and peer support to people in recovery from drugs and alcohol. We want to fight the collateral damage of addiction by helping people in recovery achieve long-term stability through employment in the film industry. We believe in the “Closest to the Problem, Closest to the Solution model”.*

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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.