



Michelle Lujan Grisham
Governor

Alicia J. Keyes
Cabinet Secretary

Amber Dodson
Director

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Media Inquiries: Jennifer Esquivel
jennifer@nmfilm.com
505-469-2915

The New Mexico Film Office Announces New Game Show Beginning Production in New Mexico

SANTA FE, N.M. – The New Mexico Film Office announces a new game show from production company Nobody’s Hero will soon begin filming in Albuquerque, New Mexico.

The new trivia show will offer contestants a chance to win big money, even when they don’t know the correct answer. Throughout the game, players will work their way up a money ladder either by answering questions correctly or by confidently giving incorrect answers – and persuading others that they are accurate. With a lot of money on the line, in this game you don't have to be the smartest person in the room to win, you just have to convince everyone that you are.

“New Mexico is not just a place for feature films and narrative television series, we welcome game shows too, and are happy this new production has landed here in our state.” said Amber Dodson, Director, New Mexico Film Office.

The new show is created and executive produced by Christopher Potts (*Nailed It!, Sugar Rush*) and Jonty Nash (*Nailed It!, Wahl Street*) for Nobody’s Hero, in association with Sandia Pictures. It will be directed by Alan Carter (*The Voice, Deal or No Deal*), with David Friedman (*College Bowl, Titan Games*) who is also serving as executive producer and showrunner.

“We’re thrilled to be producing this series in New Mexico,” said Potts. “The state’s competitive tax incentive, coupled with its incredible sound stage and facilities at Albuquerque Studios, make it an ideal home for the project.”

The production will employ approximately 60 New Mexico crew members.

A nationwide search for contestants to participate in the game show has already been completed. For more information on the production, contact [**jason@babygrandep.com**](mailto:jason@babygrandep.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.

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The New Mexico Film Office
1100 S. St. Francis Drive, Suite 1213
Santa Fe, NM 87505
(505) 476-5600
info@nmfilm.com
nmfilm.com

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