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Governor

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New Mexico Film Office Announces Commercials in Production Promoting Albuquerque Tourism

Santa Fe, NM - New Mexico Film Office Director Amber Dodson announced today that a set of commercials promoting Albuquerque tourism is filming through September.

Lensed by Robby Dugan (“Matter of Black”) and produced by Keagan Karnes (“Little Brother”), these commercials will spotlight various Albuquerque sights, locations, and things to do around town.

“Inspirado is excited to be able to highlight and represent our hometown with this set of commercials,” Karnes said.

The production will employ over 90 New Mexicans, including 29 crew members, 14 resident principal photography, and 50 background talent.

For more information, contact brentmo.pro@gmail.com.

About Inspirado - Inspirado is a production studio in Albuquerque, NM. Their projects include features, commercials, music videos, and visual FX. [Click here to learn more.](#)

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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 [“2023 Best Place to Live and Work as a Moviemaker”](#) by *MovieMaker Magazine*.

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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