



Michelle Lujan Grisham
Governor

Amber Dodson
Director

FOR IMMEDIATE RELEASE:

July 24, 2023

Contact: Dolores Martinez

dolores.martinez@nmfilm.com

New Mexico Film Office Announces the Production of a Commercial Highlighting Traditional Hoop Dancing

Santa Fe, NM - New Mexico Film Office Director Amber Dodson announced today that a commercial showcasing New Mexico hoop dancing is filming at Ohkay Owingeh and Taos Pueblo through September.

The commercial is directed by Ryan Heffernan whose work includes RAM and REI commercials. Grayson Schaffer of Talweg Creative will produce. Schaffer has worked on commercials for YETI and Chevrolet. The team is partnering with the New Mexico Tourism Department. ShanDien Larance is cast as the principal talent.

The production will employ approximately 6 New Mexico crew members, 1 New Mexico principal actor, and 2 New Mexico background talent.

For more information, contact info@talwegcreative.com.

###

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.

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

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



EDD

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.



New Mexico Economic Development Department | 1100 South St. Francis Dr, Joseph M. Montoya Building, Santa Fe, NM 87505-4147

[Unsubscribe](#)

lauren.longworth@edd.nm.gov

[Constant Contact Data Notice](#)

Sent by info@nmfilm.com