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## **New Mexico Film Office Announces the Production of a Commercial Highlighting Eleven-Year-Old Bull Rider**

**Santa Fe, NM**—The New Mexico Film Office announced today that a commercial showcasing an eleven-year-old bull rider, Parker Hooks, wrapped filming in Lovington and Hobbs in September.

Ryan Heffernan, who has directed RAM and REI commercials, directed the commercial. Grayson Schaffer of Talweg Creative will produce. Schaffer has worked on commercials for YETI and Chevrolet. The team is partnering with New Mexico True to spotlight Hooks and Southeastern New Mexico.

This creative production will be a part of the 2025 Spring/Summer national campaign for New Mexico True. Placement will include metro markets in California, Texas, Colorado, and Arizona

The production employed approximately 4 New Mexico crew members, 1 New Mexico principal actor, and 3 New Mexico background talent.

For more information, contact [info@talwegcreative.com](mailto: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](http://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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