



Michelle Lujan Grisham
Governor

Rob Black
Cabinet Secretary-Designate

Steve Graham
Director

FOR IMMEDIATE RELEASE:
March 7, 2025

Contact: Dolores Martinez
dolores.martinez@nmfilm.com

Love and Redemption Ride into New Mexico in "Wild Ride"

Local filmmakers, cast, and crew come together for New Mexico web series

Santa Fe, NM—The New Mexico Film Office announced today that the production of the web series “Wild Ride,” which captures the spirit of the American West and the enduring power of love and redemption, has wrapped filming in Santa Fe, Placitas, and Albuquerque.

The story follows Ava, a young woman escaping a troubled past who seeks refuge in the quiet charm of New Mexico. But her life takes an unexpected turn when she meets Hayes, a rugged bull rider whose passion and strength ignite a spark within her. As their connection deepens against the backdrop of the rodeo, Ava must confront her past and embrace the possibility of a future filled with love and healing.

“Wild Ride” is a captivating story that showcases New Mexico's beauty and talent. The production, directed by Kristin Goodman and produced by Keagan Karnes and Kelsey Landon, employed over 40 New Mexicans, including 16 crew members, seven principal actors, and 20 resident background talent.

“As a film director in New Mexico, working with the local cast and local crews has been an incredibly positive experience,” Goodman stated. “The professionalism and talent available in New Mexico are on par with Los Angeles and Atlanta.”

“‘Wild Ride’ is a love letter to New Mexico’s film industry, made by the very people who are shaping its future. The depth of talent, creativity, and passion here is undeniable,” Landon stated. “This is just the beginning. I’ve worked in film all over, but there’s something different about New Mexico. It’s the people, the artistry, the grit — it’s a place where storytellers thrive.”

“‘Wild Ride’ is a shining example of what can be achieved when talented New Mexicans come together to create something special,” Steve Graham, director of the New Mexico Film Office, said. “This fully resident-based production is a testament to our local film community’s collaborative spirit and dedication. We’re proud to support projects like this that entertain audiences and provide opportunities for New Mexicans to showcase their skills and contribute to the growth of our state’s film industry.”

For more information, contact keagan@inspirado.tv

###

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 [“2025 Best Place to Live and Work as a Moviemaker”](#) by *MovieMaker Magazine* for the third consecutive year.

To learn more, visit nmfilm.com.

The New Mexico Film Office
1100 S. St. Francis Drive, Suite 1242
Santa Fe, NM 87505
(505) 476-5600
info@nmfilm.com

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.



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

[Unsubscribe](#) | [Update Profile](#) | [Constant Contact Data Notice](#)