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The New Mexico Film Office Announces *End of the Road*, has Begun Production in New Mexico

SANTA FE, N.M. – The New Mexico Film Office announces the feature film, *End of the Road* produced by ETOR Movie, LLC will begin production from June - August in Albuquerque, New Mexico.

“The feature film, *End of the Road* is employing over 400 New Mexicans. We welcome the production and talent teams to our beautiful state,” said Amber Dodson, Director, New Mexico Film Office.

End of The Road is the story of a recently widowed woman, Brenda, who after losing her job, drives her family cross-country to start a new life. In the New Mexico desert, cut off from help, they must learn to fight back when they become the targets of a mysterious killer.

End of the Road is directed by Millicent Shelton (*P-Valley*, *Insecure*, *Black-ish*, *Hunters*, *The Walking Dead*), written by David Loughery (*The Intruder*, *Obsessed*) to pen the script based on an original screenplay by Christopher J. Moore produced by Tracey Edmonds for Edmonds Entertainment (*Soul Food*, *Jumping the Broom*, *The Postcard Killings*), Mark Burg for Twisted Pictures (*Saw*, *John Q*, *Spiral*), and Brad Kaplan for Link Entertainment (*The Intruder*, *Mr. Church*), and executive produced by Queen Latifah and Shakim Compere for Flavor Unit Entertainment; Ben Pugh and Erica Steinberg for 42.

“We are all excited to have the opportunity to shoot in New Mexico with some of the best crews and creative talent in the world. The state's unique landscapes and gorgeous weather have captured our hearts. We are so thankful for the gracious support of the community and the New Mexico Film Office,” said producers Tracey Edmonds, Mark Burg and Brad Kaplan.

The production will employ approximately 156 New Mexico crew members, 5 New Mexico principal actors, and 283 New Mexico background talent. Principal cast includes Queen Latifah, Chris ‘Ludacris’ Bridges (*The Fast and the Furious* franchise) and Beau Bridges (*Homeland*, *Goliath*, *Bloodline*).

For more information on the production, contact: etormovie@gmail.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. Those restrictions include but are not limited to the adherence to occupancy maximums, the maintaining of physical distancing between individuals, wearing masks, routine disinfection, symptom screenings, and more.

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



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