

FOR IMMEDIATE RELEASE
July 23, 2018

Contact: Kevin Kelley
(505) 827-0309

The New Mexico Film Office Announces “Walking With Herb” to film in New Mexico

Santa Fe, N.M. - New Mexico Film Office Director Nick Maniatis announced today that the independent feature “Walking With Herb” produced by Optimism Entertainment Independent Feature will begin principal in September through mid-October in Las Cruces and Artesia.

“Walking With Herb’ starts off 2018 in what we are confident will be another booming year of production for our film industry in New Mexico,” said New Mexico Film Office Director Nick Maniatis. “We welcome Optimism Entertainment and are positive our scenery, crew and infrastructure will give them everything they need to be successful.”

The production will employ 52 New Mexico crew members, 25 New Mexico actors and approximately 581 New Mexico background talent.

The Optimism Entertainment film is directed by Ross Marks (“Homage,” “Twilight of the Gods”) along with executive producers Brian Espinosa (“Phantom Halo,” “Paranormalcy”) and Mark Medoff (“Children of a Lesser God”). “Walking With Herb” is based on the book by Joe S. Bullock and was adapted for the screen by Mark Medoff. The film stars Edward James Olmos, George Lopez and Mary McDonnell (“Dances With Wolves,” “Passion Fish”).

“It’s become our mission to create more film jobs and enhance the already thriving creative culture of New Mexico. As natives of New Mexican’s, we’re inspired to create content to showcase, to the world, all the beautiful landscapes, and amazing talent we have in New Mexico. It’s our home state and we plan to remind the entertainment industry how wonderful it is!” said Producer, Brian Espinosa.

“Walking With Herb” tells the story of sixty-five-year-old Joe Amable-Amo who is struggling with his faith as his three-year-old granddaughter and her father have just died. The former amateur golf champion is besieged by the malaise of encroaching older age, working as a bank executive, gearing up for retirement, deep concern for his wife's unanswered needs, his humanitarian daughter's survival, and a potentially lethal loss of faith. But, at his nadir, in his office one afternoon, a voice speaks to him via his computer monitor. What does a syncopated voice--claiming to be God Almighty--have in mind for Joe? This ostensible God has chosen Joe to deliver a message to the world; it's this: The seemingly impossible is possible. The God voice tells Joe he is going to play in the world's richest golf tournament, The World Entire, and if he can renew his faith powerfully enough, he will win. Well, first and foremost, God wants Joe to meet his guide, his Virgil. Except his Virgil is an incredibly quirky man named Herb. And he's a museum of tattoos and he drives a motorcycle and he makes golf clubs and promises Joe that he will help him regain the ability of his youth, if Joe will trust, not Herb, not

God, but himself. And so, Joe and Herb set out on a journey of contention, of doubt, of setbacks that through Joe's burgeoning faith in himself and the earthy wisdom of Herb turns his world upside down and then, in an act of outrageous selflessness, of stupefying generosity that turns his--and our--world very much right side up. When Herb roars away in the last minute of our journey, he leaves standing like a fortress of love and faith the family Amable-Amo--Joe, Sheila, their daughter Audrey, and by extension, everyone they touch.

###

Visit the New Mexico Film Office online at nmfilm.com