



State of New Mexico

Office of the Governor

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Governor

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Governor Bill Richardson Announces Warner Bros. Pictures Will Shoot Comedy in New Mexico

Production will employ over 100 New Mexicans

SANTA FE-Governor Bill Richardson today announced that Warner Bros. Pictures' upcoming comedy 'Beerfest' will shoot in New Mexico for 35 days, beginning in early 2006. The production will film in Albuquerque and will employ over 100 New Mexicans.

"We are very happy to have Warner Bros. Pictures returning to New Mexico," stated Governor Richardson. "Our efforts to create the right incentives, build our crew, and develop strong film training programs are forming relationships that are paying off and building a sustainable revenue source to move New Mexico's economy forward."

'Beerfest' will be directed by Jay Chandrasekhar of the Broken Lizard comedy group, and produced by Bill Gerber and Rich Perello. The cast includes Broken Lizard members Jay Chandrasekhar, Steve Lemme, Kevin Heffernan, Paul Soter and Erik Stolhanske, who also wrote the film.

"This is a clean industry that provides good jobs with high wages for New Mexicans," stated Mayor Martin Chavez. "We look forward to welcoming 'Beerfest' to Albuquerque and to servicing the production's needs."

The film is about two brothers who go to Oktoberfest in Germany and stumble upon a super-secret centuries-old competition with beer games. After the brothers are dealt a humiliating defeat at the competition, they return to the U.S. and assemble a group of all-star beer drinkers in order to make a triumphant return.

"We are proud of the fact that, since Governor Richardson took office, the film industry in New Mexico has generated \$500 million in revenue and helped employ thousands of New Mexicans," said Lisa Strout, Director of the NM Film Office, a division of the NM Economic Development Department.

“New Mexico is an ideal place to shoot this film,” stated producer Bill Gerber. “It offers great financial incentives, a service-driven Film Office, well trained crew and a diverse landscape, all of which are necessary to make this project a success.”

This is the 35th major production that has been shot in New Mexico since Governor Richardson took office.

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