



State of New Mexico

Office of the Governor

Bill Richardson
Governor

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Governor Richardson Leads New Mexico to Become First “Green Production” State

Santa Fe, NM -- The New Mexico State Film Office announced today that New Mexico will initiate a Green Filmmaking program in order to promote environmentally sustainable film and TV production. These efforts will include set construction, energy usage, resource conservation and recycling for the state’s growing film and television production industry.

“Promoting the film industry is a good, clean way that we have created hundreds of jobs in New Mexico,” said Governor Bill Richardson. “However, any business can find ways to be better and I know the film industry will rise to this challenge. New Mexico is a national leader in renewable energy and natural resource protection as well as an emerging center of media production. Merging these two initiatives is a natural way to promote awareness and innovative use of environmentally-friendly technologies.”

A “Green Filmmaking” working group will be convened by the New Mexico Film Office in the coming weeks to explore ways to educate producers and encourage environmentally friendly practices. These include the use of alternative fuels to power generators and set transport vehicles; renewable and recyclable construction materials; waste and toxin reduction; noise reduction, and other measures to minimize environmental impacts of production.

“The industry is known for its use of progressive technologies and production techniques,” said Eric Witt, Governor Richardson’s Director of Media and Entertainment Development. “Given increased public concern over conditions of global warming and the environment, it makes sense to walk the talk in the area of environmentally-sensitive

procedures. Plus, in areas such as waste and toxin reduction and the use of recyclable construction materials, it may actually lower the cost of production.”

The working group will include representatives from the administration, the production community, and local business and public interest groups. It will return its recommendations to the Governor by the end of this year.

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