



STATE OF NEW MEXICO
GOVERNOR BILL RICHARDSON



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Governor Bill Richardson Announces Hollywood Trade Publication *Variety* Dedicates Latest Edition to New Mexico Film Industry

SANTA FE - Governor Bill Richardson today announced New Mexico's film industry is featured in the latest edition of *Daily Variety*. Released today, *Variety* hosts more than a handful of articles solely about New Mexico's booming film industry.

"I am thrilled *Variety* has taken a closer look at New Mexico's booming film industry," said Governor Richardson. "Just this month we announced our 100th feature film production; Hollywood is watching, and more and more filmmakers are choosing New Mexico because of our film incentives, crew base and fantastic creative climate."

Variety cites New Mexico's vast landscape, major film incentives, strong infrastructure, and large film crew base for attracting major films and television series to the state. It also highlights the state's extensive efforts to train and promote its local filmmakers and creative talent.

It notes that this year, four New Mexico-based productions garnered a total of 14 Academy Award nominations ("No Country for Old Men," "3:10 to Yuma", "Transformers", "In the Valley of Elah"), with "No Country for Old Men" earning the win for Best Picture, Best Director, Best Screenplay and Best Supporting Actor.

"This kind of coverage validates the strategic plan we created to establish this industry here on a long-term basis," said Eric Witt, Richardson's head of media industries development. "New Mexico continues to prove itself a leader in both quantity and quality of production nationally and internationally."

Outside of California and New York, New Mexico has the largest film crew base in the country. In today's edition of *Variety*, plans to boost film production in Santa Fe are boasted, including a new film studio in the capital city and pending direct flights between Santa Fe and major hubs including Los Angeles and Dallas.

Since Governor Richardson took office, over 100 major feature film and television projects have shot in the state, adding over \$1.8 billion dollars to New Mexico's economy.

For more information go to: www.variety.com

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