



For Immediate Release  
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## **Governor Bill Richardson Commends Warner Bros. Pictures for Green Filmmaking and Economic Practices on *Observe and Report***

SANTA FE—Governor Bill Richardson today commended Warner Bros. Pictures for its initiatives launched on the film, *Observe and Report* that represent “green” objectives shared by the studio and the State of New Mexico. Shot entirely in Albuquerque last year and opening nationwide this Friday, April 10<sup>th</sup>, *Observe and Report* marks the company’s first dedicated green filmmaking project as well as the studio’s effort to calculate critical economic data for determining return on investment from New Mexico’s film incentives.

Though Warner Bros. has incorporated environmentally sustainable practices on its film sets for many years, including recycling of various materials (such as paper, plastics and lumber) and purchasing renewable energy credits, they undertook more quantifiable efforts on *Observe and Report*. Some of the measures taken include the following:

- Warner Bros. Pictures created a carbon calculator tool to measure the carbon footprint generated during production, which totaled 719 tons of carbon dioxide equivalent. The company purchased renewable energy credits and verified emission reduction credits to offset and create a carbon neutral production.
- Biodiesel, a clean-burning alternative fuel, was used whenever possible to fuel generators and vehicles. This decision resulted in avoiding over 20,000 pounds or 9.2 tons of carbon dioxide from being emitted. Additionally, the production’s transportation coordinator closely monitored fuel consumption.
- Five hybrid vehicles, ranging from passenger vehicles to trucks, were utilized by crew members including the producer, executive producer, production supervisor, transportation coordinator and gaffer.
- Some set lighting was put on dimmers to prevent constant turning on and off, reducing warm up time and energy expended
- A number of measures were taken in the film’s production office to reduce energy usage, including
  - Reduction of the number of light bulbs used and replacing remaining incandescent light bulbs with energy-saving compact fluorescent bulbs
  - Use of natural light in the office when sufficient, eliminating the use of lights for up to five hours per day
  - Use of ENERGY STAR products, such as computers and kitchen appliances

- Eco-friendly cleaning products—including all-purpose cleaners, surface cleaners, dishwasher detergent and recyclable sponges—were used on the film.

“Warner Bros. truly appreciates the atmosphere the state of New Mexico provides for film productions and is pleased it shares our company’s dedication to reducing its environmental impact,” said Lisa Rawlins, Senior Vice President, Public Affairs, Warner Bros. Entertainment.

In addition to green filmmaking practices, Warner Bros. is the first major film studio to recognize the importance of providing the state with detailed economic figures that increase the supporting data used by the state to calculate return on investment.

During filming of *Observe and Report*, Warner Bros. made local expenditures including for the following goods and services:

- \$3,575,000 for New Mexican crew hires
- \$184,900 and \$293,400 for employment of local extras and security, respectively
- \$295,255 for hotel rooms and other accommodations
- \$214,365 for hardware and lumber supplies, including wood with low or no VOCs
- \$210,555 for catering and other food items

*Observe and Report* is the ninth Warner Bros. Pictures production to film in the state.

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