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New Mexico Film Office Announces the Production of a Commercial Highlighting the Zuni Pueblo

Santa Fe, NM - New Mexico Film Office Director Amber Dodson announced today that a commercial showcasing the Zuni Pueblo is filming through April.

Ryan Heffernan, whose past work includes RAM and REI commercials, will direct the commercial. Grayson Schaffer of Talweg Creative, who has worked on commercials for YETI and Chevrolet, will produce. The team is partnering with the New Mexico Tourism Department to spotlight the Zuni Pueblo in snow and sun. Kenny Bowekaty and Shaun Latone are cast as the principal talent.

The production will employ approximately 5 New Mexico crew members and 2 New Mexico principal actors.

For more information, contact info@talwegcreative.com.

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The New Mexico Film Office (NMFO), a division of the Economic Development Department, works to ensure the longevity and progress of New Mexico's film incentive, grow the film, television, and digital media industry, and expand entertainment economic opportunities for New Mexico businesses and residents.

- Named one of [Deadline's Hot Spots](#).
- Three New Mexico cities were selected as "[2023 Best Place to Live and Work as a Moviemaker](#)" by MovieMaker Magazine.

To learn more, visit nmfilm.com.

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The Economic Development Department's Mission is to improve the lives of New Mexico families by increasing economic opportunities and providing a place for businesses to thrive.



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