



**Michelle Lujan Grisham**  
Governor

**Alicia J. Keyes**  
Cabinet Secretary

**Amber Dodson**  
Director

**FOR IMMEDIATE RELEASE:**  
March 7, 2023

**Contact: Dolores Martinez**  
[dolores.martinez@nmfilm.com](mailto:dolores.martinez@nmfilm.com)

## **New Mexico Film Office Announces the Production of a Commercial Highlighting Winter in New Mexico**

**Santa Fe, NM** - New Mexico Film Office Director Amber Dodson announced today that a commercial showcasing winter in New Mexico is filming through April in and around Jemez, Chama, and the Enchanted Circle.

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 winter in New Mexico. Snowshoe racing competitor, Whitney Spivey, will narrate.

Displaying stunning visuals, including light rays illuminating fresh snow hanging on trees, intimate details of deer prints in the snow, and dramatic drone shots, the commercial will introduce Whitney Spivey's family hiking through New Mexico's breathtaking landscapes.

The production will employ approximately 5 New Mexico crew members and 3 New Mexico principal actors.

For more information, contact [info@talwegcreative.com](mailto:info@talwegcreative.com).

###

---

*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](http://nmfilm.com).

Santa Fe, NM 87505  
(505) 476-5600  
[info@nmfilm.com](mailto:info@nmfilm.com)

A division of the [New Mexico Economic Development Department](#)



*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.*



New Mexico Economic Development Department | 1100 South St. Francis Dr, Joseph M. Montoya Building, Santa Fe, NM 87505-4147

[Unsubscribe](#)

[lauren.longworth@state.nm.us](mailto:lauren.longworth@state.nm.us)

[Constant Contact Data Notice](#)

Sent by [info@nmfilm.com](mailto:info@nmfilm.com)