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New Mexico Film Office Announces the Production of a Commercial Highlighting the State's Rivers

Santa Fe, NM - New Mexico Film Office Director Amber Dodson announced today that a commercial showcasing the rivers of New Mexico is filming in Taos and Chama through September.

The commercial is directed by Ryan Heffernan whose work includes RAM and REI commercials. Grayson Schaffer of Talweg Creative will produce. Schaffer has worked on commercials for YETI and Chevrolet. The team is partnering with the New Mexico Tourism Department to spotlight the Rio Grande and Chama Rivers. Cisco Guevara is cast as the principal talent.

The production will employ approximately 4 New Mexico crew members, 1 New Mexico principal actor, and 2 New Mexico background talent.

For more information, contact info@talwegcreative.com.

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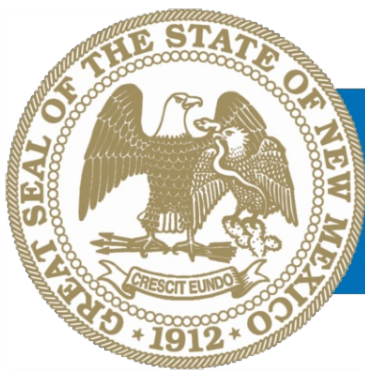
The New Mexico Film Office (NMFO), a division of the Economic Development Department, works to ensure the longevity and progress of New Mexico's film incentive, grow the film, television, and digital media industry, and expand entertainment economic opportunities for New Mexico businesses and residents.

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



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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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