

NEWS / FOR IMMEDIATE RELEASE

Monterey County Film Commission

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PRODUCTION PHOTOS AVAILABLE

**MONTEREY COUNTY LOCATIONS PLAY STARRING ROLES
IN NEW DR. WAYNE DYER MOVIE**

***On-location filming brings
economic impact and exposure for Monterey Peninsula***

The first-ever Dr. Wayne Dyer movie, “Ambition to Meaning”-- which features Monterey County locations such as Asilomar State Park and Conference Center, Pt. Lobos, and downtown Monterey--premiered in Los Angeles on Jan. 8. It is now in worldwide release for more than 600 special screenings. That means that local beaches, homes, and the faces of dozens of locals who were enlisted as extras will be watched nationwide as well as in more than 28 countries, translated into 12 languages. On Jan. 13 its DVD sales begin.

The Monterey County Film Commission, the nonprofit organization which works to attract and assist on-location film productions for their positive economic impact, helped the production with its locations and other logistics, plus referrals to local crew, extras, and other services for the shoot. An estimated economic impact of \$250,000 came into Monterey County communities as a result of the film project.

“Film productions continue to be a bright spot in the local economic picture,” said Karen Nordstrand, the Monterey County Film Commission’s director of marketing and film production. “Film projects bring an infusion of money to our communities when they come on-location. This new Dr. Dyer feature film puts the spotlight on our dramatically beautiful locations in an inspirational way. I would expect positive future tourism impact and additional visitors to our area due to its depiction in the film.”

Local crew were hired, businesses from caterers to hotels benefited, locations were rented. Several local connections are listed in the credits that roll at the end of the film.

Monterey County filming took place during three weeks in August 2008, featuring self-help expert Dr. Dyer as well as actors Michael DeLuise and Portia de Rossi. Emmy Award-winner Michael Goorjian was the director. Dr. Dyer and de Rossi will discuss the movie on the Jan. 13 “Ellen DeGeneres” show.

The film is described as Dyer's exploration of the spiritual journey from ambition to meaning through the intertwined stories of an overachieving businessman, a mother seeking her own expression in the world, and a director trying to make a name for himself.

A special invitation-only screening of the film for Asilomar Conference Center employees, those who took part as extras, and current members of Reel Friends of the Film Commission support organization is being arranged for Thursday, Jan. 15 at Asilomar Conference Center's Grace H. Dodge Chapel, at 2 p.m. and 7 p.m. It will include a question and answer period with the film's producer, Noah Veneklasen.

For more information call 831-646-0910. Photos and the "Ambition to Meaning" trailer are posted online in the "Made in Monterey County" page at www.FilmMonterey.org.

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The Monterey County Film Commission is a nonprofit organization, created by the Monterey County Board of Supervisors in 1987. It works to market Monterey County as a destination for the motion picture, television and related industries, for the purpose of stimulating economic development, creating jobs, providing and supporting educational opportunities in those areas.