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Contact: Karen Nordstrand
831-646-0910

Monterey County Film Commission Shows Off Locations and New California Film Incentive Program at 2009 Locations Trade Show

(Santa Monica, CA) – The spotlight was on Monterey County film locations at the Association of Film Commissioners International Locations Trade Show 2009 in Santa Monica, Calif., April 16--18. The Monterey County Film Commission promoted area locations ready for use in movies, commercials, TV productions and still photography advertising.

The film commission's booth at the Santa Monica Civic Auditorium was a part of the California Film Commission pavilion, which won a second prize for "Most Informative Booth." At the show, exhibiting California film commissioners helped unveil advance details on the new California Production Incentive Program is set to accept applicants in July. It will be funded at the level of \$100 million per year for five years, and is geared toward feature films with budgets as low as \$1 million or as high as \$75 million.

Monterey County Film Commission was represented at Locations Trade Show by Karen Nordstrand, who serves as director of marketing and film production. Nearly 3,500 producers, location scouts and other industry professionals attended, along with 180 film commissions and other exhibitors from more than 30 countries.

"Having a new film incentive program available for California filming was the big buzz," Nordstrand said. "The program will help keep productions from leaving the state to film, and it offers more incentive to venture to Monterey County and other areas for film shoots."

Nordstrand distributed brochures with key Monterey County location photos and the theme: "We can show you the money....but we'd rather show you our priceless locations."

The Monterey County Film Commission is a nonprofit organization created by the Monterey County Board of Supervisors to bring about positive economic development through local film production. For more information on the film incentive program or film resources in Monterey County, go to www.FilmMonterey.org.

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▪ PO Box 111, Monterey, CA 93942 ▪ 831/646-0910 ▪ fax 831/655-9250 ▪