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**FOR IMMEDIATE RELEASE**

**ENTERTAINMENT AND ADVERTISING INDUSTRY DOLLARS ADDING UP  
IN MISSISSIPPI'S ECONOMY**

Jackson, Miss., March – Big income dollars that come from Hollywood and Madison Avenue may soon be coming to Mississippi and adding value to our economy. The Mississippi Film Office has just returned from the prestigious Locations 2001 Global Expo in Los Angeles, California. This 16<sup>th</sup> annual trade event, sponsored by the Association of Film Commissioners International, (AFCI) was held at the Los Angeles Convention Center on February 23<sup>rd</sup> & 24<sup>th</sup>. Over 300 domestic and international Film Commissions and production services from more than 30 countries met with 3169 key decision makers from the Film, Television and Advertising industries who looked at Mississippi as a potential site for their next production.

Nearly 60 billion dollars will be spent worldwide on Movies, TV and Commercials and the Mississippi Film Office was there to compete for our share of that financial pie. “Location shooting not only adds to employment and our tax-base, but also stands to improve local tourism when a movie or television show generates a successful audience response,” says Ward Emling, director, Mississippi Film Office. “That’s because producers hire local crews and talent, rent equipment from our local vendors, work out of local offices and editing facilities, stay in local hotels and buy a myriad of other goods and services required for on-location shooting. All that well-earned money stays in Mississippi.

The AFCI publicity machine worked hard to create media support, with over 88 news agencies reporting on or from the show. A half-hour after the show opened, CNN’s ‘Show Biz today’s broadcast live to over 180 million people around the world. Additional coverage from other CNN programs syndicated out to Television & Radio stations, around the world, which increased that audience. ABC and FOX, among others, rolled their cameras as well. The prestigious Los Angeles Times Business Section (Tribune) gave special coverage along with other magazines, newspapers, and Internet news services. Mississippi has been seen and heard around the world.

**(MORE)**

In the process of winning the attention of producers and locations managers the Mississippi Film Office was especially proud to have won the respect of our peers. We are extremely proud to have been voted Second in the Booth Competition – Grand Prize category. The independent AFCI judging committee considers all exhibitors regardless of size or budget. We are also extremely proud to have received the 1<sup>st</sup> Place award for Series/Campaign – Color Advertising, Unique Locations and the 1<sup>st</sup> Place award for Series/Campaign- Color Advertising, Famous Daughters & Sons. The marketing awards are co-sponsored by The Hollywood Reporter, one of the two major trade papers of the show business industry. These international awards highlight excellence in advertising, marketing and promotion by individual film commissions.

So, lets, keep the litter off the streets and our lawns mowed and raked, because the next Academy Award or Emmy Nominated show could be shot in our back yard. That's why the Mississippi Film Office is already planning our strategy for the next AFCI Locations 2002 Global Expo.