



Governor's Office of Economic Development

State of Utah

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FOR IMMEDIATE RELEASE:
December 18, 2008

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Utah Film Commission Announces Winners of the 2008 "Spot On" Commercial Contest

Salt Lake City, UT – The Utah Film Commission (UFC) held its annual Awards Luncheon at the Little America Hotel on Monday, handing out top prizes for two commercial spots that were submitted for its yearly "Spot On" Commercial Contest. Tony Henrichsen and Bob Lanoue from Salt Lake City won with "Kidney Theft" and Jeff Blake from Provo taking the next winning accolade with "Passage to Bollywood."

For the past six years, the UFC has held its "Spot On" Commercial Contest, giving the opportunity for local residents and those attending school in the state to submit originally created commercial spots to help promote Utah as a filming destination. The commercials were reviewed and judged by an independent group of industry professionals with backgrounds in film and advertising: Clark Caras, marketing director for the Governor's Office of Economic Development; Tori Baker, executive director of the Salt Lake Film Society; Mark Hofeling, motion picture production designer; Burke Lewis, Rhett Lewis Studio 1 Pictures; and Mariah Mellus, marketing and outreach coordinator for the SLC Film Center.

The judges watched nearly ninety spots to arrive at their ultimate decision. The winners received \$1,500 for each spot, official UFC gear and 2009 Sundance Film Festival credentials. The winning spots will be aired on Park City Television during the 2009 Sundance Film Festival. Other awards given were the Concept Award - Will Rubio and Jacob Van Wagoner for "That's How We Roll," 18 Years or Younger Award – Taylor Lewis for "Chase," and several entries received honorable mentions.

Film, television and theater actor Edward Herrmann, ("Grey's Anatomy," "Gilmore Girls," and narrator for The History Channel) spoke at the luncheon about his experience as an actor, including his recent role in Disney Channel's "Hatching Pete," filmed entirely on location in Utah.

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His speech resonated the importance of the film industry being an economic generator for the state, while mentioning the value and his affection for Utah. "I have a long and rich history in Utah, I do truly love it here," said Herrmann. The Emmy Award-winning actor does in fact have a history in the state, meeting his wife Starr nearly 30 years ago during the filming of "Harry's War" that was shot in St. George, Utah.

Jason Perry, executive director of the Governor's Office of Economic Development reiterated the importance of this industry in his speech to those in attendance saying, "Film is one of those industries' that both increases the positive awareness of the state of Utah around the world, and is creating revenue as well. We intend to keep up our strong support for the industry."

Director of the Utah Film Commission, Marshall Moore, explained the importance of the commercial contest and the relationship it has with the local film industry at large. "Each year the commercials keep getting stronger and more creative; which continues to show the growth of talent Utah has to offer in marketing the state for future film projects, said Moore.

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