



WILMINGTON
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WILMINGTON REGIONAL FILM COMMISSION PROMOTES LOCAL FILM INDUSTRY AT GLOBAL CONFERENCE

***The Wilmington Regional Film Commission Joined Film Commissions from Around the World at
The Annual Produced By Conference and AFCI Locations Tradeshow***

WILMINGTON, NC, June 7, 2011 – The Wilmington Regional Film Commission, Inc. (WRFC) combined forces with the North Carolina Film Office and other North Carolina regional film commissions to aggressively promote filmmaking in North Carolina and Wilmington at the *Produced By Conference and AFCI Locations Tradeshow*, held June 3-5, 2011 at the Walt Disney Studios lot in Burbank, CA.

Johnny Griffin, Director of the WRFC, was on hand at the state's two booths at the tradeshow to talk directly to production executives about the NC film incentive, the local crew base, and the beauty and ease of filming in Wilmington, NC. "Being on the Disney lot provided us with a direct line to the producers we are always intent on reaching," said Griffin, "This year the buzz was strong about filming in Wilmington. The WRFC office had already been fielding multiple new project leads before I was even on the plane home!"

Wilmington has hosted 11 film and television productions to date in 2011, representing a local economic impact of approximately \$55 million. "Being at this conference and tradeshow is essential to doing business with Hollywood," according to Aaron Syrett, Director of the NCFO, "But this year the interest in NC has magnified exponentially due to the stability of the NC film incentive and the resources we make available to filmmakers in the state."

The *Produced By Conference and AFCI Locations Tradeshow* was presented by the Producers Guild of America and the Association of Film Commissioners International (AFCI). It was held June 3-5 at the Walt Disney Studios in Burbank, CA and featured more than 200 exhibitor booths, representing film commissions from locations far and wide—from Buenos Aires to Panama to Morocco to Louisiana. More than doubling last year's attendance records, over 2,200 attendees and 300 film commissions from around the world participated in the event.

The North Carolina Film Office, in conjunction with the WRFC other North Carolina regional film commissions, represented the film industry in North Carolina using two booths at the tradeshow where officials promoted North Carolina's generous film incentive, the talented local crew base, strong filming infrastructure, and unique locations.

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About the AFCI

The Association of Film Commissioners International (AFCI) is the official professional organization for film commissioners who assist film, television and video production throughout the world. It is a nonprofit educational association whose members serve as city, county, state, regional, provincial or national film commissioners for their respective governmental jurisdictions. Visit <http://www.afci.org/index.htm> for more information.

About the Wilmington Regional Film Commission, Inc.

The Wilmington Regional Film Commission, Inc. markets an 11-county region in Southeastern North Carolina to TV and film productions in order to drive economic development in the entertainment business sector within the Wilmington area. Secondly, the WRFC assists productions while on-location in the Wilmington region by consulting on permitting, permissions, locations, local information, and more. Finally, the WRFC supports the production infrastructure in the Wilmington region, including crewmembers and companies that provide goods and services to the production industry. This base of experienced crew and companies is an essential part of Wilmington's success as a filming destination, and the WRFC markets these valuable assets a variety of ways, including through a printed and digital Production Guide, which is updated and distributed each year.

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