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New Mexico Film Community Takes the New Mexico Safe Promise

New Mexico film community is staying COVID-safe and encouraging others to practice social distancing and wear masks in public

SANTA FE, N.M. – Over the last several weeks many famous New Mexicans and film and television industry cast and crew members have taken the NM Safe Promise and voluntarily participated in providing public service announcements for the campaign.

Those who have taken the NM Safe Promise include, [Jason Isaacs](#) and [Andy Greenwald](#) of NBC Universal's show *Briarpatch*, [Jesse Tyler Ferguson](#) of *Modern Family*, as well as *Better Call Saul* cast members, [Giancarlo Esposito](#), [Rhea Seehorn](#), [Jonathan Banks](#), and [Patrick Fabian](#).

Championed by the New Mexico Hospitality Association and a coalition of tourism industry leaders, the NM Safe Promise campaign encourages New Mexicans to “make the promise” and follow COVID-safe practices to keep each other safe.

When New Mexicans make the NM Safe Promise, they commit to:

- **WEAR IT WELL.** Use a face covering while in public (except while eating or drinking).
- **KEEP A DISTANCE.** Stay six feet away from others.
- **STAY HOME WHEN SICK.** Take care of themselves and others.
- **SUDS UP OFTEN.** Wash hand frequently and follow recommended hygiene practices.
- **BE IN THE KNOW.** Participate in COVID-19 training.

To learn more and to take the New Mexico Safe Promise visit: nmsafepromise.org

"I'm incredibly grateful to the members of New Mexico's film, television and media community for helping us spread the word about important safe practices," Gov. Michelle Lujan Grisham said. "We all want our state's economy back on its feet and moving in the right direction again as soon as possible, and the film industry can and will play a key role in helping us get there."

"Film and television is a smart and resilient industry. The people who depend on these jobs are looking to New Mexico to ensure safe and healthy workplaces. With industry and union input, under leadership from Governor Michelle Lujan Grisham, we expect a robust and sustainable recovery for the film industry, one that will create more high-paying jobs and protect workers," Economic Development Department Cabinet Secretary Alicia J. Keyes said.

"From the start of the pandemic, New Mexicans and members from our business community have coalesced behind a commitment to safety through the NM Safe Promise," Tourism Secretary Jen Paul Schroer said. "Receiving that additional encouragement from

prominent voices in our film industry further strengthens our collective commitment to keeping each other safe as we continue to recover from this pandemic.”

Production has been on a paused since March, however now some areas of the film and television industry are back to work, including pre-production, set construction, and location scouting. These sectors of the industry are operating in compliance with the required COVID-safe practices, and additional production work is expected to be greenlit as public health conditions continue to trend positively.

Amber Dodson, New Mexico Film Office Director added, “the New Mexico film industry is a giving, caring, and tight-knit community. While many of the cast members who voluntarily participated in the COVID-safe public service announcement are not currently in New Mexico, they were more than up for the challenge to help spread the word about the importance of following NM COVID-safe practices.”

To see the PSA’s visit the New Mexico Film Office on [Facebook](#), [Instagram](#), or [Twitter](#).

For more information on film industry's NM COVID-safe practices, visit: www.nmfilm.com/covid-19-safe-practices/

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