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**March 9, 2007**

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**SANTA CLARITA SEES INCREASE IN FILM DAYS IN FEBRUARY 2007**

The City of Santa Clarita's Film Office reported a dramatic increase in the number of film days last month with 70 days recorded within the City of Santa Clarita. This represents a **94 percent increase** over the number of film days in February 2006, which saw 36 days.

Television production accounted for 56 of February's 70 film days in Santa Clarita, which is currently home to seven network television series' including HBO's "Big Love" and "John from Cincinnati," CBS's "NCIS" and "The Unit," Nickelodeon's "Zoey 101," and FX's "The Riches" and "Drive." The Film Office points to the number of shows based in Santa Clarita as one of the factors in February's increase.

"We're proud to be home to some of television's most watched programs," said Marsha McLean, mayor of the City of Santa Clarita. "These shows not only bring national recognition to our community, they also contribute to the economic success of Santa Clarita," she said.

The entertainment industry represents one of Santa Clarita's top four business segments, employing thousands of residents and contributing millions of

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dollars each year to the local economy. In the first eight months of Fiscal Year 2006-2007, the City of Santa Clarita has hosted 572 film days, contributing \$14,566,500 in economic impact to the City of Santa Clarita and its businesses.

To help market Santa Clarita to the entertainment industry, the City's Film Office has increased its visibility, promoting Santa Clarita as an ideal place in which to work via newsletters, an annual film guide and online at [www.FilmSantaClarita.com](http://www.FilmSantaClarita.com), in addition to regular outreach to the entertainment industry through film specific tradeshow, trade and regional media and special events.

The City of Santa Clarita's Film Office was created in 2002 to help attract and retain the filming industry including both location filming and film-related businesses. The office currently issues permits for all location filming within the City ensuring that there is a minimal impact on residents and businesses, promotes the City as an ideal place for the film industry to do businesses, and promotes the Santa Clarita Valley as a great place for location filming.

The film industry is a major economic engine of the Santa Clarita economy, providing increased revenue for City programs through sales tax revenue, and jobs for residents. For more information about the Film Office, please contact Jason Crawford, film administrator, at (661) 284-1425.

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