

"127 HOURS" PREMIERES FOR UTAH'S CAST AND CREW



From Left to Right: Leigh von der Esch, Bernie Bellew, Spencer Eccles, Marshall Moore, Mimi Davis-Taylor, producer John Kelly, author Aron Ralston, Governor Gary R. Herbert and wife Janice Herbert, producer Christian Colson, director Danny Boyle, Derek Miller and wife Laura Miller. Courtesy Utah Film Commission.

SLC, UT - Fox Searchlight Pictures, The Utah Film Commission, and The Governor's Office of Economic Development held a cast and crew screening of 127 HOURS, directed by Academy Award-Winner Danny Boyle (Slumdog Millionaire), and starring James Franco (Spiderman).

Filmed entirely in the State of Utah, the movie shows the true survival story of Aron Ralston (Franco) who became trapped in a remote canyon in the southern part of the state.

The Utah cast and crew were welcomed by Mr. Boyle, Mr. Ralston and the film's producer Christian Colson. Governor Gary R. Herbert, Spencer Eccles, executive director of the Utah Governor's Office of Economic Development and the director of the Utah Film Commission, Marshall Moore introduced the filmmakers to the audience. "What a wonderful film that showcased the talents of Utah's cast and crew," remarked Governor Gary R. Herbert. "It's exciting to see what Utah offers to filmmakers, not only do we have beautiful landscapes but we have hundreds of film professionals and support services to assist in the making of the film."

The State of Utah provided a 20 percent tax credit for 127 HOURS through the Motion Picture Incentive Fund (MPIF). "The film incentive made it possible for this movie to be made entirely in Utah," said Mr. Eccles. "It created jobs and economic development throughout the state including rural Utah, where this kind of influx of dollars is very important." 150 Utahns were hired to fill positions for the cast, crew and support services for the production. "This is a big win for Utah," said Moore. "The movie hired a good number of local professionals, shows off the grandeur of Utah on the big screen and in only five months time spent nearly \$9 million in the state." Producer Christian Colson said, "There was great crew here in Utah...we brought in a handful of key collaborators from our previous work and then hired locally wherever possible. We had great crew and a beautiful place to work."

Some of the actual rescuers that helped Mr. Ralston attended the screening. "What I went through is a gift that I have been able to hand over to Danny and his team," said Ralston. "This screening was really special because my experience happened here in Utah."

THOMASARTS OPENS NEW YORK OFFICE TO SUPPORT EXPANSION

Farmington, UT and New York - ThomasArts, a direct-growth marketing company with offices in Utah, California and Minnesota, opened a New York office to support expanding client needs. The company has formed a strategic partnership with TJS Marketing Group, a leading marketing agency based in Manhattan specializing in the sports and healthcare industries.

"We are energized by our New York expansion and our partnership with TJS," said Dave Thomas, President and CEO of ThomasArts. "We value this opportunity to provide our full range of marketing and communications services to clients coast to coast."

The opening of the newest ThomasArts location comes amid record growth for the company. Within the last three years, ThomasArts has sustained a 92 percent growth rate, and was recently listed as number 233 in the advertising/marketing category of the Inc. 5000.

"In a time when many advertising agencies are facing cutbacks and reductions, ThomasArts is positioned for growth," Dave continued. "We credit this to the talented, industrious ThomasArts team, which is constantly evolving to better serve our clients."

Effective immediately, TJS Marketing Group will operate under the ThomasArts name. The New York office will be located at 299 Broadway, Suite 910 in New York, NY, and led by Tom Scandaliato, former president of TJS Marketing Group. The ThomasArts family of companies also includes La Galería, the communications firm specializing in reaching Hispanic markets, and StrategyBay, a division focused on healthcare marketing.

STATE STATS

By Ashley Lutz - <http://www.bloomberg.com/> Utah's anticipated 2010 budget deficit is as much as a fifth of projections, as revenue was boosted by tourism including taxes paid by moviemakers. The state's deficit forecast at \$28 million for the fiscal year that ended June, below previous projections of as much as \$150 million, according to preliminary figures released by the governor's office. The estimate contrasts with states across the U.S. who are battling record budget gaps. Utah will publish final numbers in November. Republican Governor Gary Herbert froze hiring and cut state agency spending by three percent, or \$20 million, after his election in Novem-

ber, his spokeswoman, Angie Willis said in a telephone interview. State tourism reached near-record levels in 2009, contributing \$625 million to state tax revenue, Willis said.

In August, Adobe Systems Inc. announced it would build a technology campus in Utah. The San Jose, California-based software company may increase the state's tax revenue by \$134 million over 20 years, Willis said.

Two movies were filmed in Utah this year; "127 Hours," directed by Danny Boyle, who made "Slumdog Millionaire," and Walt Disney Co.'s production of Edgar Rice Burroughs' "John Carter of Mars." They contributed \$30 million to state and local budgets, Willis said.