

## JC Penney is Corporate Sponsor for 2008 Desert Light Film Competition

“We are proud to fund the 2008 Desert Light Film Competition on behalf of the youth of our community,” said Jesse Casto, local J.C. Penney store manager, as he presented organizers of Desert Light with a check for \$2,500. “Desert Light is the type of activity that fits The JC Penney’s After School Programs and arts initiatives. We are thrilled to be able to support this competition again!”

The Desert Light Film Competition is hosting New Mexico high school and middle school students for the fourth time this spring. Presented by New Mexico State University Alamogordo and the Otero County Film Office, the competition will be held on April 25 this year. Students have an opportunity to showcase their work, compete for prizes, and participate in seminars designed for young filmmakers. The event is limited to the first one hundred entries.

Each entry may be up to seven minutes in length, including credits. Categories include drama/comedy, documentary, animation, music video and a special category this year, political campaign advertisements. The criteria include production quality, creativity, and resourcefulness. Submission deadline is March 17. More information is available at the FilmOtero website, [www.filmotero.com](http://www.filmotero.com).

Held on the NMSU Alamogordo campus, students come from throughout New Mexico to learn and to view student films. Seminars this year will include Final Cut Pro, special effects makeup for film, MAYA animation and storyboarding.

Casto presented the event organizers with a \$2,500 check on behalf of JC Penney foundation. Organizers include Jan Wafful, Otero County Film Liaison; Mike Espiritu, Otero County Economic Development Council executive director; Joan Griggs, NMSU Alamogordo; Dr. Bruce Martin, volunteer; and Bryan Yancey, ProTech division head.

For more information, contact Jan Wafful, Otero County Film Liaison at [jan@filmotero.com](mailto:jan@filmotero.com) or Joan Griggs at [jgriggs@nmsua.nmsu.edu](mailto:jgriggs@nmsua.nmsu.edu).