



## **MEDIA ADVISORY: JOHNNIE WALKER SELECTS TAMPA AS BACKDROP FOR INTERNATIONAL CAMPAIGN**

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**TAMPA, FL** – The Tampa Bay Film Commission recently partnered with Digital Media Services (DMS) as they produced an international Johnnie Walker Scotch ad campaign featuring New York Yankees pitcher Chien Ming Wang.

The two-minute, Chinese-language spot took advantage of the Tampa Bay area's diverse film-friendly locations, including a local sports rehabilitation center and an urban, upscale restaurant – Teatro on Seventh in Ybor City. Additionally, the crew utilized the Hilton Tampa Airport Westshore for meeting and planning purposes.

Impressed with the Tampa Bay area as a film-friendly destination, DMS has created special "behind-the-scenes" video showing how it was all pulled together. The video can be viewed by visiting [www.digitalmediaservicesflorida.com/dms/johnnie\\_walker\\_behind\\_the\\_scenes.html](http://www.digitalmediaservicesflorida.com/dms/johnnie_walker_behind_the_scenes.html).

The production crew consisted of professionals from across the globe, but also included 35 local production specialists making up the camera, sound, grip and electric, art, makeup and wardrobe, and photography departments.

The Tampa Bay Film Commission works closely with Tampa Bay & Company and community partners to market Tampa as a premiere destination for film and commercial production.

Media contact is Travis Claytor, communications manager for Tampa Bay & Company, at 813-342-4052 or [TClaytor@VisitTampaBay.com](mailto:TClaytor@VisitTampaBay.com).

Tampa Bay & Company is an independent, non-profit membership organization created to attract and serve visitors to Tampa Bay in an effort to create "Economic Development Through Tourism." Tampa Bay & Company is funded, in part, by the Hillsborough County Board of County Commissioners/Tourist Development Council.

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