



## THE MUSEUM OF WESTERN FILM HISTORY

### Commercial Shooting in the Alabamas

While there were a few early film crews in the region in the early 1900's, we generally recognize the filming of ***The Round-Up***, starring Fatty Arbuckle in 1920 as he beginning of Hollywood's attraction to the eastern Sierra.

And why not – our Alabama Hills and the Eastern Sierra landscape provide one of the largest natural movie sets in the world offering magnificent Sierra peaks to expansive sand dunes.

When western productions fell out of favor in the late 1980's - advertisers seeking dramatic landscapes were attracted to the 47 square mile stretch of the Sierra foothills, their studded rust colored rocks, rugged terrain and long shadows.

A total of over 1000 commercials have been filmed since the 1990s. Crews from all over the World have come to shoot TV commercials in the area. The diversity speaks for itself, the Alabama Hills have starred in commercials promoting chewing gum, aspirin, ATV's, soft drinks, liquor, phone services, delivery companies, lotteries and numerous automobile companies.

Commercials, like movie filming, contribute to our economy. Chris Langley, Inyo County Film Commissioner estimates that over \$30MM has flowed into the county in the last five years alone.

Let's take a look at a few of the commercials shot in the area.

China AT&T

Jetta - Trek

Mazda Truck

AT&T

Lexus

Jeep Wrangler

Coca Cola

Suzuki Forenza

Polaris ATV

Fedex

Bayer Aspirin

Nissan

Jack and the Box