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## **GREENWOOD/LEFORE COUNTY TO BE SITE OF MAJOR MOTION PICTURE**

**GREENWOOD, Miss. (May 13, 2010)** – The Greenwood-Leflore-Carroll Economic Development Foundation is pleased to announce an exciting upcoming project with major economic impact. *The Help*, a best-selling novel by Mississippian Kathryn Stockett, will be filmed this summer in Mississippi, mostly in and around Greenwood and Leflore County.

This film project, which will have an economic impact of around \$13 million, has been months in the making. Many local and state agencies, as well as businesses and private citizens worked tirelessly to attract this major motion picture while competing against other cities and states which offered very attractive film incentive packages.

When informed of the site selection, Mississippi Governor Haley Barbour commented, “I am delighted that DreamWorks has chosen to film *The Help* in Greenwood, Mississippi. This film, which will be directed and produced by Mississippi natives and is based on Mississippi-born author Kathryn Stockett’s best-selling novel, will create numerous jobs during its production.”

The City of Greenwood, Leflore County, the State of Mississippi by way of the Mississippi Development Authority, the Mississippi Film Commission, the Greenwood Convention and Visitors Bureau, Entergy-Mississippi and AT&T-Mississippi joined forces with the Greenwood-Leflore-Carroll Economic Development Foundation to develop a creative plan and incentive package to attract the studio decision makers.

Gray Swoope, Executive Director of the Mississippi Development Authority said “We were pleased to have worked with DreamWorks executives and local economic development officials on this project. Film production projects have a tremendous positive impact on a community’s economy, as these types of projects create jobs for local residents and new business opportunities for area businesses.”

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*The Help*, a publishing success story of 2009, spent 56 weeks on the New York Times best-seller list, oftentimes at #1. In addition to the novel being written by Mississippian Kathryn Stockett, it will also be directed and produced by Mississippians. Tate Taylor, a native of Jackson, adapted the screenplay and will direct the film, while Brunson Green, also a Jackson native, will produce the film in conjunction with DreamWorks Studio and Chris Columbus' 1492 Pictures.

Filming will begin in July in Greenwood and the surrounding areas. The film will star Emma Stone, Viola Davis, Bryce Dallas Howard, and Octavia Spencer.

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