



***FOR IMMEDIATE RELEASE***

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**DreamWorks to Film Major Motion Picture in Greenwood, Miss.**

*Greenwood, Miss.* (May 13, 2010) – Officials from DreamWorks Studios have announced plans to film *The Help*, a motion picture based on Kathryn Stockett’s best-selling novel of the same name, in Mississippi. The majority of the filming will take place in Greenwood, Miss., and the surrounding area.

“I am delighted that DreamWorks has chosen to film *The Help* in Greenwood, Mississippi,” Governor Haley Barbour said. “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.”

During the six month production period, up to 150 cast and crew members will be living and working in Greenwood and Leflore County. *The Help* will have a sizeable economic impact on the area, leaving millions of dollars in direct expenditures with area businesses ranging from office supply companies and rental houses to hotels and restaurants. Filming is expected to begin in mid-July and to continue into the fall.

The Mississippi Development Authority (MDA), the Mississippi Film Office, a division of MDA’s Tourism Division, the City of Greenwood, Leflore County, the Greenwood Convention and Visitors Bureau, the Greenwood-Leflore-Carroll Economic Development Foundation and other local businesses and organizations worked together to help bring this project to fruition.

The Mississippi Motion Picture Incentive Program, which is administered by the Mississippi Development Authority, was a major factor in bringing this project to the state. The program provides film production projects a rebate based on that project’s expenditures in the state.

“We were pleased to have worked with DreamWorks executives and local economic development officials on this project,” said Gray Swoope, executive director of MDA. “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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**About Mississippi Development Authority**

Mississippi Development Authority is the State of Mississippi's lead economic and community development agency. Nearly 300 employees are engaged in providing services to businesses, communities and workers in the state. While the agency is best known for its efforts to recruit new businesses to Mississippi, the Authority provides services to promote tourism, help communities improve their quality of place, help existing employers identify and meet opportunities and challenges and help workers improve their skills – all with the goal of improving the quality of life and economic well-being of Mississippians. For more information, visit MDA's website at [www.mississippi.org](http://www.mississippi.org).