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Press Release

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ROMANTIC COMEDY '*SENIOR MOMENT*' STARRING WILLIAM SHATNER TO BE FILMED IN COACHELLA VALLEY

Palm Springs, California, March 28, 2017 – Today, the Greater Palm Springs Film Office announced that the filming of *SENIOR MOMENT*, a romantic comedy starring William Shatner, will commence principal photography in the Coachella Valley beginning early April, 2017.

The lead character, Victor Martin (William Shatner) is a feisty retired NASA test pilot, often seen racing around town in his vintage hot rod, whose life changes when his license is revoked, car is impounded and he's forced to navigate life and love again. After plowing into a crowded café and being forced to take public transportation, he ultimately meets his polar opposite love interest, Caroline Summers. Desperate to get his old life back, with the help of his best friend Sal Spinelli, Victor goes up against the DMV and the state's new District Attorney, whose mission is to get senior drivers off the road.

Giorgio Serafini will direct the independent film from a screenplay written by Kurt Brungardt and Christopher Momenee. Gina G. Goff (Goff Productions) and Rene Sheridan will produce with Graham T. McClusky serving as executive producer.

Levi Vincent, Executive Director of the Greater Palm Springs Film Alliance & Film Office said, "This has been an incredible season for film in the Coachella Valley, and I know the production of *SENIOR MOMENT* will take it to the next level. Our office has worked hard in recent years to

build a local film infrastructure able to support multiple productions concurrently. SENIOR MOMENT films in April – one of the busiest months in the valley for production, and I believe the Greater Palm Springs Film Office, alongside the Riverside County Film Commission, our Alliance partners and the community, are more than ready for the challenge.”

About the Greater Palm Springs Film Alliance & Film Office

Recognized as the official film office of the Greater Palm Springs region, the Greater Palm Springs Film Alliance & Film Office, Inc., (www.filmpalmsprings.com) is the Coachella Valley’s economic development resource dedicated to attracting all types of film and media production to the Coachella Valley. The Film Office encompasses many activities, such as attracting and promoting film and television productions, facilitating access to filming locations, connecting producers with local crew, talent and vendors, and acts as liaison between industry and government entities; all while marketing the greater Palm Springs area as a world-class production region in the United States.

About Gina G. Goff (Goff Productions)

Gina G. Goff is the founder of Goff Productions (www.goffproductions.com), a film production company based in Hollywood, California. She was also the co-founder of Goff-Kellam Productions, which was in existence from 1998 – 2011. Her films have garnered dozens of prestigious worldwide awards and recognition over the years. Gina has produced 11 films since 1998, all of which have received distribution, with such companies as FOX, MGM/UA, Viacom, Sundance Channel, Starz, Wolfe Releasing, Paramount Home Entertainment, TLA, PBS, LOGO Network, Frameline and Netflix.

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