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Cripple Creek & Victor Gold Mining Company Featured in Ford's Super Duty Web Commercial.

Victor, Colorado (November 3, 2011) Ford Motor Company released the "We Own Work" campaign on its website featuring Mike Rowe, of "Dirty Jobs" with the Cripple Creek & Victor Gold Mining Company (CC&V) as the "heavy-duty work" backdrop.



On September 27, a 25-member crew spent the day at CC&V filming the commercial that highlights the mine's Ford fleet of approximately 100 heavy-duty pickups. Luminary Films, a Detroit based commercial film Production Company, specializing in live action, selected the mine site for one of its web commercials.

Prior to the actual day of filming, Production Consultant, Denis Hopkinson, Luminary Films' Executive Producer, Sal Lunetta, Director Louis Koerner, and 1st Assistant Director, James Talalay, along with Ford Motor Company representatives Daniel Przekop and Kelly Trudell, conducted a walk-through to determine the best location for the action footage. The size of the haul trucks and shovels provided them with the desired back drop for the heavy-duty scenes.

"The film crew shot the footage without disrupting CC&V's production. They wanted to see us in action and created a set at a safe distance from the heavy equipment" said Jane Mannon, the mine's community affairs manager.

"Luminary Films offered to pay CC&V a site fee, which we respectfully declined" added Mannon. "Then they expressed an interest in Victor and asked if they could make a donation to a nonprofit in the area on behalf of CC&V. We recommended a donation to the Victor Lowell Thomas Museum in town for which the production company made a \$3,000.00 donation."

See the web commercial at: <http://www.ford.com/trucks/superduty/weownwork/#/videos/we-own-work>