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**Contact:**  
Jennifer Cedillo  
(915) 433-3702  
jennifer@starcentralstudioslearningcenter.org  
starcentralstudioslearningcenter.org

## **Star Central Studios Launches Non-Profit Star Central Studios Learning Center**

[El Paso, Texas] – Star Central Studios announced the creation of Star Central Studios Learning Center, a new, donor-supported, non-profit organization dedicated to encouraging and enriching the community for filmmakers in West Texas and beyond. The mission of the non-profit is to support local filmmakers in producing their own content in El Paso, and providing the tools and resources essential to give voice and visibility to their bodies of work.

Star Central Studios Learning Center will pair student filmmakers with professionals, and give access to the same equipment used on big productions all over the world. The Learning Center is the only facility in West Texas and Southern New Mexico that features an operational movie set where students and professionals can access high-end cameras, lenses, and lights. The goal is to give marginalized and underrepresented filmmakers the opportunity to tell their stories through their perspective.

Founding members of its Board of Directors include Gilbert Jorgenson (President), Joshua Ruiz (Secretary), Jennifer Cedillo (Vice President), Ricardo Herrera (Vice President & Creative Director), and Cesar Cardona (Treasurer). The initial key priorities of the non-profit will be fundraising for the new screening room, working with area students on training programs, and providing producing opportunities for filmmakers to showcase their work.

The longterm goal of Star Central Studios Learning Center is to create a larger film industry, bringing with it growth, job creation, a film district, and economic development. The Learning Center is aimed at introducing vibrant and vital voices of diversity and inclusion in all genres of film.

On February 15<sup>th</sup>, Star Central Studios Learning Center, and several other community leaders, were recognized at the Texas State Capitol by Senator Cesar Blanco, as part of El Paso Days in Austin. The week long event, organized by El Paso Chamber of Commerce, brought El Paso community leaders together to avocate on behalf of education, transportation, military and veterans affairs, tourism, healthcare, small business, and film.

Star Central Studios is led by Gilbert Jorgenson, an award winning photo journalist and advertising principle with over 20 years of experience, and his business partner, Ricardo Herrera, a 30 veteran in filmmaking and worldwide motion picture production.

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