

Lobo Productions has released two other Latino films

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to be on stage and perform."

Canales explored theatre in his high school years and has been acting for about 20 years.

Lead actor in "Coca," Mario Zamora, from Round Rock, has been acting in films and commercials for about six years.

"This is my first time with Lobo Productions, it's pretty exciting," said Zamora, a Spanish interpreter by trade. "When I first started taking acting classes, I knew it was for me."

"Coca" will go straight to Blockbuster stores nationwide by early 2008.

Paul Ramirez said that Latino films are finally getting noticed.

"I think Hollywood has been starting to realize that there is money to be made," he said.

— Ofelia Garcia Hunter

At right, Crew members take a time out for a group picture.

Bottom left, Matt Ramirez, writer and director, guides the actors in a scene.

Bottom right, Matt Ramirez also plays a part in the film during a scene in which the drug smuggler meets the drug lord in a dance hall.

OFELIA GARCIA HUNTER



Parts of the film 'Coca' filmed locally by Lobo Productions

Will be available in video stores in early 2008

The cameras were rolling as the cocaine drug lord casually smoked a cigarette and sat with his entourage in a smoky dance hall drinking and waiting to meet one of his drug smugglers – the director yells, "Action!"

"We started shooting in San Diego out at a ranch," said Paul Ramirez, an independent filmmaker and owner of Lobo Productions.

"What we try to do is to cater to the second and third

Mexican-American generation. They like watching these types of movies with a little Spanish thrown in. They relate better to it. We call them fusion movies because we fuse English with Spanish."

Ramirez along with his son, Matt Ramirez, wrote and who is directing his third film, "Coca," is no stranger to making movies.

The first movie they produced was "Tortillas Again?" followed by the second film, "For Amor," which are currently both available in Blockbuster video stores and at *Netflix.com*.

On April 20, the crew worked on a ranch in Duval County, west of San Diego on a scene where an individual steals a car.

The crew continued to film in San Diego at the Mr. C's Sports Bar.

On April 21, the crew began shooting in Alice at La Villita Dance Hall where the drug lord has a meeting with his drug distributor, who wants out of the deal.

Paul Ramirez said the plot of the film focuses on an individual who lost his job as a factory shift leader after 20 years. He loses his family and in des-

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— Paul Ramirez, independent film maker, owner of Lobo Productions



Matt Ramirez, right, is helping direct the film "Coca." He is the son of Paul Ramirez, who owns and operates the independent film company Lobo Productions.

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peration turns to smuggling drugs from Monterrey, Mexico, into the United States for his income.

"It was my father's idea (in the film) to transport drugs in a tour bus," Matt Ramirez said.

"We write the scripts, we direct, we have our own equipment, it's very warming and comfortable."

Matt Ramirez said he looks up to directors such as Oliver Stone, Martin Scorsese, Quentin Tarantino and Robert Rodriguez and plans to venture into big film productions.

Besides Alice and San Diego, crew members will film in San Antonio and Monterrey, Mexico.

Rupert Canales, an actor whose

character is the Kingpin drug lord in the movie, said acting is his passion.

"It's something I'll always do as I can, it's a passion that I have," said Canales, a high school teacher at Falfurrias High School and a San Diego native. "I always had a yearning

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