

FOR IMMEDIATE RELEASE



Desert Door premieres *Easteños: True Cowboys of the Wild Horse Desert*

San Antonio, TX – September 20, 2021 – The short film, *Easteños: True Cowboys of the Wild Horse Desert*, tells the story of brothers and cowboys Timo and Miguel Rodriguez. As part of a collaborative series with Desert Door Texas Sotol and Ocotillo films, this film highlights the cowboy’s connection to the land and explores what it means to be a true cowboy. Hosted by Desert Door at the Hotel Emma in San Antonio’s Pearl District, the short film premier was followed by an interactive Q&A session with the East Foundation cowboys featured in the film, Foundation CEO Neal Wilkins, and the film producers.

“It is a privilege to work with Timo and Miguel. They are both examples of why ranching in South Texas is so special. Thank you to Desert Door and Ocotillo Films for telling their story and highlighting the legacy of those that work the land.” said Neal Wilkins of the East Foundation.

The Desert Door conservation series highlights land stewards across the state of Texas, bringing attention to individuals and organizations that support and conserve natural resources. Wild places are at the core of the Desert Door brand, and the regeneration and conservation of those places are at the heart of their organization.

“From the beginning, when we started this company, the thing the three of us fell in love with was how this plant represents the land, culture, and history of West Texas. Desert Door has made its mission to tell real authentic stories of Texas Culture and History, and this series on cowboy culture has been critical to showing people who and what a real cowboy/girl is,” said Ryan Campbell, owner of Desert Door. “We are beyond excited to have worked with the East Foundation and Ocotillo films in bringing this story to life.”

Timo and Miguel have worked on the San Antonio Viejo Ranch for over 45 years. This film follows the cowboys on the San Antonio Viejo ranch, telling the story of their life, journey with the East Foundation, and their consistent bond as brothers as the decades have passed on the ranch.

“We spent a week alongside the cowboys documenting their work, their relationships, and their way of life. Workdays started before the sun was up and lasted well after it had set. Timo and

Miguel were nearly inseparable—gathering cattle, roping calves, branding calves, eating lunch, and joking around always side-by-side,” said Garrett Robertson of Ocotillo Films. “Our hope for the project is to tell the brothers' story—a lifetime spent together. The love and commitment to people and the land springs from the love and commitment they have for each other. We're so grateful to know them and share their story.”

Easteños: True Cowboys of the Wild Horse Desert can be viewed on the Desert Door Instagram TV Channel.

About the East Foundation

The East Foundation promotes the advancement of land stewardship through ranching, science, and education. We manage over 217,000 acres of native South Texas rangeland, operated as six separate ranches in Jim Hogg, Kenedy, Starr, and Willacy counties. The lands were bestowed to the Foundation through the generous gift of the East family in 2007. To honor their legacy, we uphold their vision and values that were established more than a century ago.

About Ocotillo Films

Ocotillo Films is a production company in Austin, Texas, that specializes in documentary storytelling for brands and nonprofits. With a strong focus on story, we explore the beauty in life's common moments and exceptionally ordinary people.

About Desert Door

Desert Door is a craft distiller of a premium and unique Texas spirit known as Texas sotol. Our liquor is made from the sotol plant which we wild-harvest all across Texas, from Driftwood to Marfa. Sotol was the first alcoholic beverage ever consumed by humans in Texas 800 years ago, and the plant has been in use for over 13,000 years. Our sotol is smoother than whiskey, less smokey than mezcal, and it doesn't burn like tequila.

For more information on our work, visit www.eastfoundation.net.

Media Contact:

James Powell, Director of Communications

210-430-4447

jpowell@eastfoundation.net

###