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Lights, camera, mouse click! New online videos promote Campbell River

The first four in a series of online promotional videos have been completed and can be viewed on the City's website.

The City of Campbell River, Rivercorp, Tourism Campbell River & Region, North Island College, School Districts 72 & 93 and Volunteer Campbell River worked together to produce the videos that will help promote Campbell River to the world.

Each video is one minute long and, along with a "welcome" video, they promote local economic development, education and tourism.

People can view the videos from the Image Gallery link on the homepage at www.campbellriver.ca.

The video series was funded through a Federation of Canadian Municipalities (FCM) program, which includes an additional, generic video provided to all municipalities participating in the program to promote community involvement.

Through the FCM program, CGI Communications produces a series of streaming online videos. CGI works with thousands of communities and businesses throughout North America to provide online marketing. The FCM offer comes at no charge to local governments, and the agreement includes updated video production every three years.

Other BC communities that have participated in this Federation of Canadian Municipalities program with CGI include Abbotsford, Chilliwack, Langley, Victoria, Whiterock, Parksville, New Westminster and Williams Lake.

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