

March 16, 2015

***Campbell River Smile* music video – get your grin from the City website**

Campbell River Smile, a music video featuring quality of life in Campbell River, is now live on the City's website.

The video mimics scenes and dancing from *Gangnam Style*, the most-viewed music video on YouTube.

"We greatly appreciate that local musician and Spirit Square events coordinator Jim Creighton donated his time for the voice-over, and two City employees volunteered to lip-sync and dance through a day-long video shoot at several local parks and recreation hot spots late last summer," says Ross Milnthorp, general manager of parks, recreation and culture. *"While we were shooting this, a number of residents and visitors caught the fun spirit and volunteered to appear in the video as well, helping us showcase the many great locations and activities that Campbell River has to offer."*

View *Campbell River Smile* at this link: <http://goo.gl/m61lrm> or click on the Parks and Recreation video tour in the Image Gallery at www.campbellriver.ca.

Campbell River Smile is the fifth (and last) in a series of minute-long online promotional videos shot and edited thanks to a program previously offered through the Federation of Canadian Municipalities and CGI Communications.

The promotional videos were produced at no charge to the City in partnership with Rivercorp, Tourism Campbell River & Region, North Island College, School Districts 72 & 93 and Volunteer Campbell River.

Along with a "welcome" video, the series promotes local economic development, education and tourism. An additional, generic video provided to all municipalities participating in the program promotes community involvement.

Other BC communities that previously participated in the program include Abbotsford, Chilliwack, Langley, Victoria, White Rock, Parksville, New Westminster and Williams Lake.

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