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### **First award of excellence among multiple honours for City videos**

The City of Campbell River has been recognized with five honours for recent videos – including its first award of excellence.

*Budgeting for City Services* received the highest accolades, the award of excellence.

*Improving Home Energy Ratings* and *Rebates for Home Energy Evaluations* received awards of distinction.

*Step Up Your Home Construction* and *Budgeting for Property Taxes* received honourable mention.

*“We thoroughly consider opportunities to develop videos and take care to create productions that will reach as many people as possible with messages that are brief, easy to understand and easy to access,”* explains city deputy manager Ron Neufeld. *“To consistently receive honours from industry experts for our videos confirms that we’re meeting high standards and producing useful information to share with community members and to promote Campbell River.”*

The City’s communications, finance and long range planning and sustainability departments worked with Fox&Bee Studio to create the animated videos. These animated videos use narration combined with simple images (rather than real people or objects) to share information.

View all the videos on the City’s YouTube channel. A link is available on the homepage of the City’s website ([www.campbellriver.ca](http://www.campbellriver.ca)).

*“Once again, the City has been honoured for tremendous achievement in developing videos that the judges confirmed deserve industry-wide recognition,”* says Mayor Andy Adams. *“We sincerely appreciate and thank our employees and partners for their work on these video productions.”*

The award-winning videos were among approximately 1,500 from 13 countries judged in the Videographer Awards program. Approximately 12 per cent of the entries won the award of excellence for exceptional writing; production and editing; 15 per cent of entries received awards of distinction for exceeding industry standards; and six per cent received an honourable mention.

All videos were recognized in the local government category, and the City of Campbell River award of excellence and distinction honours are listed on the website ([videoawards.com](http://videoawards.com)).

Previous City video awards include:

- 2016 Awards of Distinction: *Campbell River Smile* and *Revitalizing Downtown, Campbell River’s People Place*
- 2017 Awards of Distinction: *At Your Service, Campbell River* and *Our Forests, Our People*
- 2017 Honourable Mention: *Work Where You Love to Live*

The Videographer Awards has been administered since 1995. Videos are judged by industry experts with the Association of Marketing and Communication Professionals, who set standards of excellence and recognize work that exceeds the high standards and serves as a benchmark for the industry.

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