

April 8, 2009

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Community Videos to Highlight Parksville

Parksville, BC - Coming soon... an exciting addition to the City of Parksville's official website. High quality, streaming videos dedicated to highlighting the many wonderful facets of living here.

The City of Parksville is pleased to announce the launch of a new program that will have a significant impact on the promotion of our community. CGI Communications will produce a series of online videos that highlight the community to residents, visitors and businesses.

The videos will be produced at no cost to the City of Parksville by New York based CGI Communications, a leader in online marketing. CGI Communications is an internet and advertising firm that shoots, hosts, maintains and updates, short web-style videos specifically for municipalities, and the service is free to these municipalities. This multi-faceted type of service is not offered by any Canadian supplier. CGI has similar agreements with thousands of municipalities, communities and businesses in the United States and now across Canada.

The one-minute video segments on the City's website will showcase quality of life, tourism and recreation, real estate and relocation, accommodations and dining and doing business in Parksville. The videos are offered to the City at no cost and do not involve ongoing staff time or municipal technology.

As well, there will be opportunities for individual businesses to participate as sponsor in the program, showcasing their products and services. CGI will contact businesses to offer participation in the program. Questions about the program should be directed to Debbie Tardiff, Communications Officer at 250 954-3073. Information about CGI and how the video program works in other communities is available at www.elocallink.tv.

Filming is scheduled for May and the community videos are expected to debut this summer.

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For more information:

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