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New online videos to promote Campbell River

The City of Campbell River, Rivercorp, Tourism Campbell River & Region, North Island College, School Districts 72 & 93 and Volunteer Campbell River are working together to produce a new series of online videos that will help promote Campbell River to the world – and local businesses will be offered a starring role.

“Every year, through the Federation of Canadian Municipalities, a number of Canadian communities are offered an opportunity to have up to five videos produced for promotional purposes,” explains Vic Goodman, CEO of the Campbell River Economic Development Corp. (Rivercorp).

“Community partners will be involved in scripting these five videos, and we’ll live up to the high visual standards set with our well-watched YVR video produced in Campbell River for the 2010 Winter Olympics. That video did a great job of focusing on the quality of life for people who live in and visit this spectacular place.” Goodman says.

“We’re still working out details, but we have confirmed there will be an opportunity for local videographers to offer their services to CGI for this project,” Goodman adds.

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.

The short, customized videos will showcase Campbell River’s economic development, tourism, educational opportunities, parks and recreation and community organizations.

“Through a link on the City’s website (www.campbellriver.ca), the Rivercorp website (www.rivercorp.ca) and on the websites of our community partners, the video series will introduce viewers to our community and encourage them to learn more about area attractions, economic development opportunities, quality of life, and much more,” Goodman says. *“We look forward to launching the series as another way to show the world the advantages of living, working and playing in Campbell River.”*

In the meantime, Rivercorp is working to inform local businesses and organizations about opportunities to buy ads that frame the web page hosting the video links. Business ads will link to their website, with an option for a video promo of their own.

“The videos will be produced whether or not ads are purchased by local businesses,” Goodman says. Anyone who does not wish to be contacted by CGI is asked to contact Rivercorp.

The videos will be shot during August, and the City and Rivercorp will provide additional footage and still photos to reduce shooting time, and cover other seasons or hard-to-get footage.

“Video views can be tracked, which will give our partner agencies an insight into the kinds of information people seek from our websites,” Goodman adds.

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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