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New video and CR Community Profile promote economic development in Campbell River

The City of Campbell River has released a new 24-page Community Profile and a new locally-produced video *Work Where You Want to Live*.

“As part of the City of Campbell River’s commitment to attracting businesses and expanding economic development, the profile provides relevant data highlighting the benefits of doing business in Campbell River,” explains Rose Klukas, Campbell River’s economic development officer. *“Having this information available for investors is vital to the success of economic development.”*

The video showcases people who have invested in Campbell River by opening businesses.

“Capturing people talking about their reasons for investing here is a great way to promote how Campbell River is uniquely positioned to attract people seeking global opportunities and exceptional quality of life,” Klukas says. *“The video’s testimonial style highlights our wealth of natural beauty and the impressive range of amenities in our community – ones that are often found only in much larger cities.”*

“It is well understood that investors, visitors and people looking to relocate begin their investigation on-line,” states Mayor Andy Adams. *“That’s why the link to the video as well as the community profile, which is attractive, easy to read and puts Campbell River’s strengths front and centre, are both available on the city website.”*

Printed copies of the community profile are also available.

See both the Community Profile and the video at www.campbellriver.ca (under Business and Economy / Resources).

Stay tuned for more initiatives from the economic development office, including a new edition of *In the Spotlight* newsletter and upcoming additions to the City website that will promote Campbell River’s advantages and share demographic, geographic and market data.

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