

November 20, 2017

Awards for three City videos

The City of Campbell River has been recognized with two videographer awards of distinction for *At Your Service, Campbell River* and *Our Forests, Our People, Our Future*. A third video, *Work Where You Love to Live*, received honourable mention.

The award-winning videos were judged in the international Videographer Awards program directed by communication professionals. Approximately 14 per cent of entries received awards of distinction for exceeding industry standards. All three videos were recognized in the local government category, and the City of Campbell River award of distinction honours are listed on the website (videoawards.com).

"Once again, the City has been honoured for tremendous achievement in developing videos that the judges confirmed deserve industry-wide recognition," says city manager Deborah Sargent. *"We sincerely appreciate and thank our partners in these video productions."*

At Your Service features newer and long-term employees from across City departments talking about their commitment to their work and the Campbell River community. Launched in 2016, the video production was led by Julie Douglas, the City's communications advisor, working with Greencoast Media.

Launched in spring 2017, *Our Forests, Our People, Our Future* was spearheaded by the Campbell River's Forestry Task Force. The video highlights the importance and influence of the forestry sector on our community and was completed with the support of local businesses including: Holbrook Dyson Logging, Strategic Natural Resource Consultants, Homalco Forestry, Western Forest Products, Capacity Forest Management and North Island Employment Foundation Society. The City's economic development officer and communications advisor worked with Tremain Media to produce the video.

"A number of people participated in this testimonial-based video, which introduces just a few of the many people who make the forest industry in our community the vibrant, economic driver that it is," says economic development officer Rose Klukas.

Work Where You Love to Live made its debut in January 2017. Led by the economic development officer, with support from the communications advisor, the video was produced by Tremain Media. A complement to the 24-page online Community Profile launched at the same time, the video showcases people who have invested in Campbell River by opening local businesses.

"Seeing these people talk about their reasons for investing here promotes Campbell River as a location that combines global opportunities and exceptional quality of life," Klukas says. *"The video highlights the natural beauty and the range of amenities in our community, ones often found in much larger centres."*

View all three videos on the City's YouTube channel. A link is available on the homepage of the City's website (www.campbellriver.ca).

The Videographer Awards is administered and judged by the Association of Marketing and Communication Professionals. Judges are industry professionals who set standards of excellence and look for companies and individuals whose talent exceeds a high standard of excellence and whose work serves as a benchmark for the industry.

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Contact: Deborah Sargent, City Manager

250-286-5740