

City of Lewiston Press Release

Members of the Media: Below please find a press release announcing the **City of Lewiston's new partnership with CGI Communications, Inc., which will result in a 100% free Video Tour Book for Lewiston's web site. Details of the program are outlined below, to include business sponsorship.** Any media coverage that you could render to help "get the word out" would be greatly appreciated. Thanks, Dottie

PRESS RELEASE

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FOR IMMEDIATE RELEASE

LEWISTON: **The City of Lewiston is proud to announce the start of a new Community Video Program with partner CGI Communications, Inc.** The 100% free program will be an innovative way for Lewiston to market its multi-faceted offerings to visitors and prospective residents/businesses. Throughout a series of videos, CGI will capture highlights of why Lewiston is a wonderful place to live, work, raise a family, do business, and play. In addition, the goal of CGI Communications, Inc., is to provide Lewiston with the latest in digital marketing technology.

How can the CGI program be free? Local businesses will have the opportunity to sponsor the Video Tour Book, which in turn will promote their own entity on Lewiston's web site. In that regard, while the community videos are being produced, members of CGI's staff will work closely with local business owners to encourage them to participate in the program.

With CGI as a partner, the City of Lewiston's video outreach will not stop at its own website. Lewiston's welcome video will also be available at www.Relocate.org. the host of CGI Communication's Community Video Network. This will ensure that Lewiston has additional exposure on a national platform, allowing viewers to experience a bit of Lewiston before deciding to visit or relocate there.

CGI Communications, Inc., was established in 1988 and continues to be a leader in digital marketing solutions. Headquartered in Rochester, NY, CGI Communications, Inc., employs roximately 300 full-time employees with branch offices growing across the United States. Having fully produced over 20,000 videos for municipalities, chambers of commerce, counties, and

associations, CGI Communications, Inc., constantly evolves with changing technology by creating new and interesting initiatives to promote communities and organizations.

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