

# Lewiston Partnering with CGI Communications for Updated Web Video Series Local Businesses Can Participate Too!



May 1, 2017

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**FOR IMMEDIATE RELEASE**

**LEWISTON: The City of Lewiston is proud to officially announce its partnership with CGI Communications, Inc., to launch a new Community Video Program to be featured on [www.lewistonmaine.gov](http://www.lewistonmaine.gov)! This program is an innovation to the way the City of Lewiston and its businesses promote themselves.**

Throughout a series of videos, CGI will highlight various aspects of Lewiston that make it a wonderful place to live, work, learn, play, and do business. The video tour will ensure that those who watch the videos get a real taste for Lewiston, Maine! As such, it is the goal of CGI Communications, Inc. to provide the community with the latest in digital marketing technology in order to help Lewiston continue to grow and thrive. With an easily viewable interface on the official municipal web site, the video program will enable viewers to learn more about Lewiston's history, recreation, education, quality of life, and so much more, as well as drive business and tourism.

Businesses that choose to become a sponsor for the City's new Community Video Program have the opportunity to create new, engaging content to drive viewers to their own website, and in turn, perhaps attract more customers. The use of CGI's professional videos will get businesses noticed in multiple places online. From the city's official site, their own website, social media pages, and more, businesses receive incredible exposure to potential new clients. The CGI team works with businesses throughout the process to ensure that each participant is presented in an interesting and exciting way.

Although CGI Communications produces thousands of videos for municipalities and business partners across the country, the program is about something more than video contents—it's about pride. Through the Community Video Program, communities get the opportunity to showcase their unique atmosphere, strengths, and anything that makes their area a great place to live or visit.

Established in 1988, CGI Communications, Inc. continues to be a leader in digital marketing solutions. Headquartered in Rochester, New York, CGI Communications, Inc., employs approximately 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 across the country, CGI constantly evolves with changing technology to create new and interesting initiatives to promote communities and organizations.

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