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**Visalia Offers Unique Marketing Opportunity to Local Businesses**

**VISALIA, CA—June 1, 2011** – Local businesses interested in reaching prospective residents and visitors to Visalia are being offered a unique marketing opportunity via a Video TourBook that will be available on the City's official [website](http://www.ci.visalia.ca.us/) later this summer. (<http://www.ci.visalia.ca.us/>)

Production is underway on the **Visalia Video TourBook**, which consists of 10 one-minute professionally produced videos highlighting such amenities as **Economic Development, Downtown, Recreation and Things to Do, and Tourism**. A videographer will be here June 15-17 to capture the footage.

The **Visalia Video TourBook** is being produced for the City free of charge in partnership with CGI Communications, an internet marketing company that provides multimedia solutions and business services to municipalities, chambers, professional trade associations, destination marketing organizations and private sector businesses throughout North America.

Once complete, in addition to being on the City's website, the Video TourBook will also be available on [CGI's Facebook Page](http://www.facebook.com/cgicommunications) ([www.facebook.com/cgicommunications](http://www.facebook.com/cgicommunications)), enabling the videos to reach even more viewers. In 2010, CGI's community videos collectively received more than **28 million** unique views and were shared more than 1,000 times a week.

So far, 20 businesses in Visalia have signed up to participate in the project through a variety of custom packages that are designed to meet any budget.

Businesses interested in more information about this program can contact CGI Account Executives Nicole Albro or Katie Torchia at 1-800-398-3029 ext. 409 or ext. 210.

*CGI Communications is the largest provider of fully produced internet videos in North America and has partnerships with, or is a member of, the largest organizations representing municipalities and the tourism industry: the U.S. Conference of Mayors, National League of Cities, National Association of Counties (NACo), the Federation of Canadian Municipalities, and Destination Marketing Association International.*