



Mayor's Office
City of Cambridge
519.740/4517, Ext. 4215
Craigd@cambridge.ca

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Dear Cambridge Business Owner:

The City of Cambridge is excited to announce the launch of a new program that we feel will have a significant impact on the promotion of our unique and very diverse community. We have entered into a three year agreement with CGI Communications to produce a series of streaming online videos highlighting all our community has to offer its residents, visitors, and businesses. It's a business development tool that will foster economic development and prosperity for the City of Cambridge and its residents.

CGI is a leader in online marketing solutions, working with thousands of communities and businesses nationwide. With an easily viewable interface on the official city website (<http://www.cambridge.ca/>), their video showcase will engage viewers in learning more about area attractions, economic development opportunities, quality of life, and so much more. Through this program, The City of Cambridge further dedicates resources to highlighting the advantages of living and working in our community.

Over the next several weeks, CGI will be contacting members of our local business community to offer participation in the program, as well as an opportunity to learn more about CGI's innovative new digital media products for businesses. We encourage you to consider supporting the program and the City as we bring new and innovative images to the world.

Sincerely,

Doug Craig
Mayor