



August 2009

Dear White Rock Business Owner:

The City of White Rock is pleased to announce the launch of a new program that we feel will have a significant impact on the promotion of our community.

We have just entered into a three-year agreement with CGI Communications to produce a series of online videos highlighting all our community has to offer residents, visitors, and businesses.

CGI is a leader in online marketing solutions and is working with thousands of communities and businesses across North America. When complete, White Rock's video showcase will be easily viewable through an interface on the official city website [www.city.whiterock.bc.ca](http://www.city.whiterock.bc.ca) and will help viewers learn more about area attractions, economic development opportunities, quality of life, and more. As you know, there are many advantages in living and working in our community, and we feel that this program will help us present these features to a broad local, national and international audience.

Please be advised that CGI will be contacting members of our local business community with more information on how you can participate in the program, as well as presenting CGI's innovative new digital media products for businesses.

We encourage you to consider supporting the White Rock Video Showcase program, and learn more about all that CGI has to offer.

Best regards,

Catherine Ferguson  
Mayor  
City of White Rock