



**NEWS RELEASE
FOR IMMEDIATE RELEASE**

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**TAKE A VIRTUAL TOUR OF PURCELLVILLE WITH THE
TOWN'S NEW VIDEO PROGRAM**

PURCELLVILLE, Va. July 18, 2016 – CGI Communications, Inc. and the Town of Purcellville are proud to announce the development of a community video program which will be featured on www.purcellvilleva.gov! This program will be an innovative way that Purcellville businesses market themselves to new and prospective clients.

Throughout a series of videos, CGI and the Town will be highlighting everything that makes Purcellville a wonderful place to live, work, and play. Through the creation of a video tour, CGI will be filming at locations all throughout the area, ensuring that those who watch the videos get a real taste of Purcellville's charm, character, and unique way of life. It is the goal of CGI Communications, Inc. to provide the community with the latest in digital marketing technology in order to help Purcellville continue to grow and thrive.

With an easily viewable interface on the official Town website, this video program will encourage viewers to learn more about area attractions, economic development opportunities, quality of life, and so much more. Videos can be easily found on the homepage of www.purcellvilleva.gov by clicking on the "Video Tour of Purcellville" tab at the bottom.

We encourage local businesses to consider participating in this program as it provides an exciting new opportunity to showcase your business on our official website, as well as utilize these same video products on your personal websites and social media pages. We are dedicated to highlighting the advantages of living and working in Purcellville - advantages like access to our wonderful business community - and we feel that this video program can be widely successful.

More information on the videos will be released when they are completed in the early fall!

About CGI Communications, Inc.:

Established in 1988, CGI Communications, Inc. continues to be a leader in digital marketing solutions. Headquartered in Rochester, NY, 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.
www.cgicommunications.com

The Town of Purcellville, Virginia

Purcellville is an award-winning town of nearly 8,500 residents located in Loudoun County, approximately 40 miles west of Washington, DC. It has been honored for its green initiatives, most recently with the prestigious Siemens Sustainability Award for Small Communities. The Town has an elected Mayor and six Town Council members. Once a stop along the W&OD rail line, Purcellville has maintained its historic old-town feel through the restoration and maintenance of its many downtown structures, reflecting the Victorian architecture popular during the early 1900s. Today, Purcellville is the economic hub of western Loudoun County and a popular weekend destination for antiquing, entertainment, farmer's markets, wineries, breweries, distilleries and restaurants. More info at www.purcellvilleva.gov.

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