



City of Edmonds Media Release

Economic Development ~ 121 5th Avenue North, Edmonds

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New Video Promotes Edmonds Tourism

Release of Short Video Kicks off Community Video Contest

(Edmonds, WA) - The City of Edmonds is launching a new tourism video and creating a contest to invite the community to join in creating fun videos to share Edmonds' best. While tourism-promotion has been a staple of the City's economic development program for many years, for the first time video is becoming a key component of Edmonds' tourism-promotion efforts.

A fresh, new 30-second video will debut this week on VisitEdmonds.com and on the City's YouTube channel (bit.ly/2NnZnBK). Entitled "Edmonds Day Trip," the video is a lively, upbeat montage of clips that present some of the best of Edmonds for a visiting day-tripper. Starting with artisanal coffee and a hearty breakfast, the video also showcases shopping, playing at the parks, beach-combing, whale-watching, music and art activities, and the best in fine dining, craft beverages and breathtaking sunsets.

"We're thrilled to be using the medium of video to broaden and expand our tourism-promotion efforts," stated Economic Development Director Patrick Doherty, "and this new "Edmonds Day Trip" video is a great way to kick off our break into video." The videos and contest are a creation of Hiatt Studios, the city's tourism promotion contractor.

What's more, in concert with this new "Edmonds Day Trip" video, the City is kicking off a fun, new series of community video contests over the next few months, starting with the theme #EdmondsDayTrip. Contestants are encouraged to create their own, no more than 30-second videos showcasing their own best #EdmondsDayTrip and share them via the website www.Edmonds.Today. Participants will need to upload to their own YouTube channel or other online location and share the link via the website submission form. **Video entries are due by October 15, 2018.**

"Engaging the community in this way achieves two great objectives for us," adds Doherty. "It involves the community in a fun and creative activity that everyone can view and enjoy, and it helps promote day trips to Edmonds to an even broader audience through the contestants' various social media outlets and their thousands of followers."

Entries will be shared on the City's YouTube channel and VisitEdmonds Facebook page. The winner will receive membership to the Cascadia Art Museum, tickets to the Edmonds Center for the Arts' new Sunday Film Series, as well as gift certificates to Mel & Mia's Bakery and 190 Sunset, a more than \$200 value.

To participate or learn about great Edmonds Day Trip ideas, simply visit www.Edmonds.Today.

For more information, feel free to contact Economic Development Director Patrick Doherty at patrick.doherty@edmondswa.gov or Ellen Hiatt at ellen@hiattstudios.com.

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