

PRESS RELEASE

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CDC Pontiac Launches 22 Promotional Videos on Community Action in Pontiac

MRC Pontiac, February 2, 2021 – The Pontiac Community Development Corporation (CDC) launched a series of videos last week showcasing MRC Pontiac and Municipality of Pontiac community organizations.

Twenty-two (22) videos, each of approximately 30 seconds, were produced to promote the CDC Pontiac's member organizations from various fields of community and social services, and whose mission is to help people in need. This is a second instalment of the "*Someone Locally Is Taking Care of It*" flagship campaign.

"The CDC Pontiac is proud of the positive image these videos project of the Pontiac community development sector. They reflect the wealth and diversity of available services and demonstrate the community workers' commitment to the well-being of the people of Pontiac," said Michel Vallières, General Director of the CDC Pontiac."

The videos can be viewed in each member organization's fact sheet on the CDC website at cdcponiac.org/en/our-members. Participating members will also be able to use their video as a promotional and marketing tool.

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Source and information:

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