

Display problems? [Open this email in your web browser.](#)

# Town of Acton

John S. Mangiaratti,

Town Manager

472 Main St.

Acton, MA 01720



---

## FOR IMMEDIATE RELEASE

Wednesday, Jan. 6, 2021

Contact: Leah Comins

Phone: 617-993-0003

Email: leah@jgpr.net

## \*VIDEO\* Town of Acton Shares Town Video Tour Project

A screenshot of the Town of Acton website. The main feature is a video player showing a street view of a large, historic town hall or church building with a clock tower. The video player has social media sharing icons (Facebook, Twitter, LinkedIn, etc.) above it. To the left of the video is a sidebar with links: "ACTON ANIMAL HOSPITAL", "place Your Click Here", "CALORPRACTIC FAMILY CARE", and "Sutherland REALTY GROUP". To the right of the video are logos for "village pediatric dental", "ECKEL HOAG &amp; O'CONNOR ATTORNEYS AT LAW", and "Colonial Spirits OF ACTON". Above the video player, there is a navigation menu with "COMMUNITY MOVIES" as the active tab, and links to "Welcome", "Economic Development", "History &amp; Culture", "Quality of Life", and "Community Organizations/Community Services". The "Community Movies" tab has a sub-menu with "ACTON MASSACHUSETTS" and "ACTON MASSACHUSETTS".

ACTON -- Town Manager John Mangiaratti is pleased to share the town's new Acton Video Tour which has been in the making for the past year.

[Click here to watch the video.](#)

The video contains six parts: a welcome message, Economic Development, History & Culture, Quality of Life, Community Organizations/Community Services and Resiliency.

The video begins with an introduction to the community and a welcome message from Town Manager Mangiaratti. Each segment of the video then goes on to describe what makes Acton a vibrant and inviting community. These highlights include the town's history, favorable economic environment and entrepreneurial spirit, housing and transportation systems, ongoing improvement projects, opportunities for wellness and creativity, entertainment and community celebrations, community organizations that provide activities and assistance to residents, and more.

"Acton is an active and engaged community and this video tour highlights some of its features and amenities," Town Manager Mangiaratti said. "This video tour will help visitors and new residents learn more about our community and help existing residents rediscover what they love about Acton."

At the start of the project, the town asked residents to complete an online community survey to understand what residents wanted to highlight about their town, what makes Acton unique, their favorite places to go and what they are most proud of about the town. A focus group was then created to identify common themes from the survey and inform staff of what should be highlighted in the videos, as well as gather additional information and feedback.

The video was produced by CGI Communications, Inc., a video production and digital marketing company based in Rochester, New York. The town completed production meetings, script writing, filming and video editing with CGI.

###

---

## A message from the Town of Acton

[Unsubscribe](#) | [Manage subscription](#)

Distributed by:

John Guilfoil Public Relations LLC  
8 Prospect St.  
Georgetown, MA 01833  
617-993-0003