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# Town of Acton

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## FOR IMMEDIATE RELEASE

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

A screenshot of the Town of Acton's website. The main feature is a large video player displaying a scenic view of a two-story town hall or similar building with a prominent clock tower, surrounded by trees and a street. Above the video are social media sharing icons for Facebook, Twitter, Email, and LinkedIn. To the left of the video is a sidebar with links: "ACTON ANIMAL HOSPITAL", "place Your Click Here", "CAIROPRATIC FAMILY CARE", and "Sutherland REALTY GROUP". Below the video are more links: "COMMUNITY MOVIES", "Welcome", "Economic Development", "History &amp; Culture", "Quality of Life", "Community Organizations/Community Services", "village pediatric dental", "ECKEL HOAG &amp; O'CONNOR ATTORNEYS AT LAW", and "Colonial Spirits OF ACTON". Logos for various sponsors are also visible along the top and sides of the page.

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.

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## A message from the Town of Acton

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