



NEWS RELEASE From Mayor Dean DePiero

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PARMA DIVERSITY VIDEO POSTED ON YOUTUBE

(PARMA) – The world can now view the City of Parma’s locally produced feature, “Parma: Diversity with a Common Thread.” It has been posted on the popular Internet site, YouTube.

“We have a great story to tell that goes into great detail as to what makes Parma the ideal city for families to buy homes and companies to do businesses,” said Parma Mayor Dean DePiero. “We have reason to be proud, and posting the video on YouTube allows our story to be told around the world.”

Mayor DePiero said the city slogan, “Progress through partnerships,” comes to life in the three-part video that features community, business and educational leaders as well as residents who have spent much of their lives enjoying what Parma has to offer.

“We have the feature on our website,” said Mayor DePiero. “The addition of YouTube adds a whole new dimension to a wider audience that can learn about the good things our community has available. This is our way to show our pride in a friendly, high-tech environment.”

The three-part series can also be seen through The City of Parma website located at www.cityofparma-oh.gov. The video is available on the right side of the homepage after clicking, “Parma: Diversity with a Common Thread”. A search for “Parma diversity” on YouTube should allow browsers to connect with the Diversity feature.

The Parma Diversity video was produced by Broadcast Media Ideas.

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