



home > city hall > press releases

The City of Perris Wins 2 AAF Awards for Excellence in Online Video



The crew from the City of Perris poses with their golden ADDY award presented by the American Advertising Federation. Pictured are Perris Audiovisual Specialist Everett Hambly IV, City Manager Richard Belmudez, Director of Administrative Services Isabel Carlos, Chief Information Officer Arturo Cervantes, Administrative Technician Monica Martinez and Assistant City Manager Darren Madkin.

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The City of Perris picked up a pair of American Advertising Federation Awards for two videos for its public outreach campaign highlighting the community's business opportunities, family-friendly atmosphere and nationally recognized healthy eating active living campaign.

The City took home a Gold "ADDY" Award for its video "Perris: A Place of Excitement," which was shot and edited by videographer Everett Hambly to promote business opportunities for the International Conference of Shopping Centers.

The City's Economic Development team aired the video to promote retail and commercial opportunities available in Perris. The City has received commitments for major retailers to locate here and is in negotiations with others interested in calling Perris home.

"I am deeply honored to have played a part in the City receiving this award," Hambly said. "The City has been working very hard to promote economic development. We have a great team. Without the efforts of our staff, I would not have been able to produce this video."

The 3-minute 14-second video is posted on the City's facebook pages—"Perris Today" and "Perris Hoy," where it has been viewed more than 15,000 times. It features children playing at Mercado Park, frolicking at the DropZone Waterpark, playing soccer and hiking.

Also included are historic buildings like the Southern Hotel, Bank of Perris, the Victorian-era Depot Building and vintage trains from the Orange Empire Railway Museum. Entertainment venues like Skydive Perris, the Perris Auto Speedway and the Lake Perris State Recreation Area are highlighted. The video points out that Perris has approved nearly 8,400 units of residential housing and has available 25-million square feet of commercial and retail space for occupancy.



A close-up image of the Golden ADDY the City of Perris received for its public outreach campaign. The award was presented March 9 at the Mission Inn in Riverside.

Chief Information Officer Arturo Cervantes said videos make a personal connection with City residents and prospective businesses.

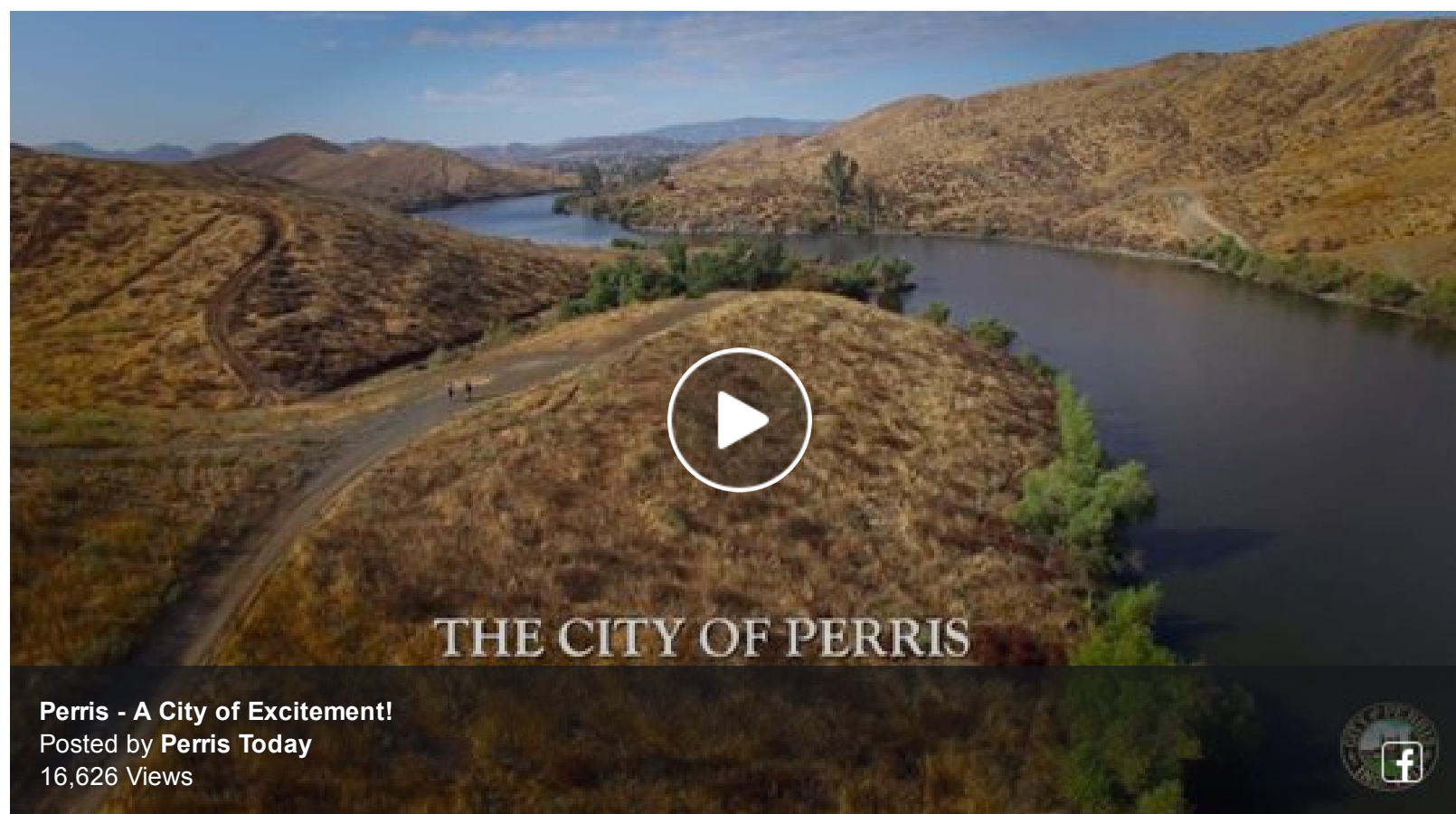
"I believe short videos are the most effective way to communicate with the public," he said. "Videos convey the City's message to the public. Many residents are looking for what the City has to offer but you have to seek them out instead of waiting for them to come to us."

The City also received a Silver ADDY for a video campaign highlighting its ongoing Live Well Perris health-improvement program. The City submitted three videos highlighting Live Well hikes and its community garden. Live Well Perris has won local, regional, state and national awards, including honors from the National League of Cities, the American Beverage Association and the U.S. Conference of Mayors.

The awards were presented March 9 in a ceremony at the Mission Inn in Riverside. Also representing the City of Perris were City Manager Richard Belmudez, Assistant City Manager Darren Madkin, Director of Administrative Services Isabel Carlos, Chief Information Officer Cervantes and Administrative Technician Monica Martinez.

The American Advertising Awards Inland Empire Competition is part of the national American Advertising Awards, the world's largest advertising competition with about 40,000 professional entries in almost 200 local competitions and about 5,000 student entries.

Winners in the local competitions move on to compete in one of fifteen district competitions for the right to make it to the national finals. Both the Professional and Student Gold winners in the Inland Empire will move on to compete against the professional and student gold winners in the American Advertising Awards District 15 competition against the winners from the Los Angeles, Orange County, Palm Springs, San Diego, Las Vegas and Coastal California (San Luis Obispo, Santa Barbara, Ventura Counties) competitions



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