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## "Next with Karina" Live-stream Promotes Perris Venues



Perris Social Media Specialist Karina Espinoza will feature Perris entertainment venues, businesses and shops on Her "Next with Karina" social media live-stream spots.

Attention Perris residents: Get ready to go on a virtual tours of some of the City's entertainment venues, businesses and shops courtesy of Perris Social Media Specialist Karina Espinoza.

Introducing "Next with Karina," a series of upcoming social media spots that will be live-streamed from our YouTube Channel, City of Perris Instagram, and Perris Today Facebook.

The upcoming initiative follows the hugely successful "Sizzling in Perris" campaign that featured Espinoza—a student at Long Beach State University—visiting venues around the City to help pass the hot summer months.

Those included indoor skydiving at the Perris Valley Airport, swimming at the community pool, movies in the park and visiting the DropZone Waterpark. "Sizzling in Perris" drew more than 20,000 likes through social media.

"It was really great to show Perris residents the places they can go and activities available to them to get through the hot summer," Espinoza said. "I had a great time keeping cool and now I'm equally excited about introducing new places to go and see in this great City. It should be lots of fun."

The first "Next with Karina" live-stream will take place Friday. Espinoza also will be dropping by the Southern California Fair at the Lake Perris Fairgrounds, which takes place from Oct. 6-14. The live-streaming outreach coincides with the launch of another initiative, "Chilling in Perris," which highlights locales and events for City residents to enjoy during the upcoming cooler months.

Chief Information Officer Arturo Cervantes introduced the "Chilling in Perris" campaign at the September 25 City Council meeting.

Cervantes said he's stoked about both the "Chilling in Perris" and "Next with Karina" social media campaigns.

"The City of Perris is committed to employing the most up-to-date means and methods of informing our residents about the vast array of fun and interesting places to see and visit," Cervantes said. "We have a talented and enthusiastic team eager to promote Perris. Stay tuned!"

### Media Contact

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