

CITY OF PEABODY

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OFFICE OF THE MAYOR EDWARD A. BETTENCOURT, JR.

Video Tour Debuts on City's Website

Those visiting the city's official website, www.peabody-ma.gov, can now take a virtual tour of Peabody according to Mayor Edward A. Bettencourt Jr. The tour consists of a welcome message from the Mayor and three videos touting the best Peabody has to offer in commerce, education and quality of life.

"Promoting our city to prospective residents, business owners and visitors is a key to our growth," Mayor Bettencourt said. "The virtual tour allows anyone with a PC or smart phone to get a nice overview of the city in less than five minutes. The idea is to encourage those who may be considering Peabody to take the next step in terms of buying a home, opening a business or simply having dinner at one of our great restaurants."

The video tour platform also enables local companies to advertise their services to potential customers. While taking the virtual tour of Peabody, visitors will notice the distinctive logos of many of the area's most prominent businesses. Clicking on those logos provides access to websites and streaming video promoting local banks, builders, real estate agents, health care providers and preschools, among others.

"We are fortunate to have a high traffic website which provides residents and visitors alike with a lot of very useful information about the City of Peabody," said Mayor Bettencourt. "Enabling local businesses to benefit from that traffic volume further demonstrates our commitment to helping them succeed."

And while many small businesses have jumped at the chance to advertise their services to a broader audience, they also appreciate the local link Peabody's official website provides. Similarly, Mayor Bettencourt expects the new video tour to generate its share of civic pride among Peabody natives.

"Money Magazine recently named Peabody among America's best places to live and we want to trumpet that distinction far and wide," said the Mayor. "By the same token however, this video tour of Peabody should serve to reinforce the strong sense of Peabody pride that many of us who grew up here have always felt."

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