

Parks & Rec Gets Hip with Tube

Los Angeles, CA- The County of Los Angeles Department of Parks and Recreation is proud to announce the launch of one of the County's first official YouTube channels. Developed by the Public Information Office, this foray into cutting edge Web 2.0 and social networking technologies will allow unprecedented information sharing while greatly raising the visibility of the Parks and its services.

“Our mission to create community through people, parks, and programs becomes more immediate and more powerful when you can not only connect directly with the community but also create community through social networking, “ says Imee Perius, Public Information Officer for the Department. “Our YouTube channel is an innovative way to show Los Angeles County and the world our amazing parks and services.”

The Parks and Recreation YouTube channel will showcase original videos produced by the Public Information Office such as Public Service Announcements, Park Tours, Interviews, Tips, and more. In addition, the site will also link to compelling YouTube content created by Park visitors.

The first video posted is the short PSA, *Smell the Flowers*, which is part of the successful and imaginative Play for Life Campaign launched earlier this year. Content is expected to be posted regularly twice a month as the new video production unit gets up to speed.

While most public agencies are behind the curve in the Web 2.0 information revolution, the Department of Parks and Recreation looks to stay on the cutting edge as it expands to even more media outlets in the coming year and reaches out to the growing web-savvy community.

Visit the new Parks and Recreation YouTube Channel at <http://www.youtube.com/lacountyparks>