

FOR IMMEDIATE RELEASE

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GLENDALE'S YOUTUBE CHANNEL TOPS 100,000 VIEWS!

GLENDALE, Ariz. – In the world of social media, the city of Glendale has reached a milestone with 100,000 videos being viewed in less than two years. The popular site, www.youtube.com/myGlendale11, includes more than 200 videos featuring city programs, events, services and marketing promotions.

Since June 2009, Glendale's online viewers have watched more than 4,500 videos a month. The top five most-watched include:

1-Fiesta Bowl 2010 – Boise State vs. TCU: 17,473 views
<http://www.youtube.com/watch?v=WBDYpAeFKy8>

2-Making of the Stadium – Rolling Field: 5,200 views
<http://www.youtube.com/watch?v=Qa-d61FZ3MI>

3-Lauren Froderman at Glendale Glitters 2010: 3,754 views
<http://www.youtube.com/watch?v=0e6lVCPsf5Q>

4-Interview with Anthony Daniels – C3PO Voice from Star Wars: 2,752 views
<http://www.youtube.com/watch?v=ciw3CeHqIwA>

5-Roger Clyne & the Peacemakers Concert - Americano: 2,696 views
<http://www.youtube.com/watch?v=85N5TbQ6MVE>

Glendale's You Tube channel has created an opportunity for the city to capitalize on viral video marketing, allowing users to share Glendale 11 videos by forwarding them to other online users. In addition, viewers from around the world can access Glendale's You Tube channel and learn more about the city's events, public safety demonstrations, historic preservation, tourism and other related services and programs.

(more)



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Besides You Tube, the city has two other video resources: An online video library accessible 24/7 with archive availability at www.glendaleaz.com/video and the city's award-winning cable television station, Glendale 11 TV, on Cox channel 11 and live streaming online at www.glendaleaz.com/glendale11.

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