



## **Media Release – For Immediate Release Tuesday, June 13, 2017**

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### **County Value for Services Video Looks Behind the Tax Bill**

The County of Grande has created a brief animated video aimed at helping ratepayers and residents of the communities the County serves understand how tax dollars are used and what they get for the money they are spending. It provides a virtual tour of tax dollars at work featuring infrastructure, programs and services County employees deliver every day.

“We wanted to do something fun and interesting yet simple to help residents understand what we do with their tax dollars and the effort that goes into making sure we deliver high value for the investment they make when they pay their tax bill,” explains Reeve Leanne Beaupre.

The fully animated, four-minute online video *County of Grande Prairie: Delivering Value*, can be viewed from a computer, tablet or Smartphone at [www.countygp.ab.ca/value](http://www.countygp.ab.ca/value). It will be promoted using the County’s social media channels including Facebook and Twitter. It will also be shown at County events, presentations and tradeshow. The information in the video will also be shared through the County’s other traditional channels including the *County Connections* newsletter.

“Sharing information about the vast range of services that County provides can be challenging,” added Beaupre. “We hope this approach will make it easier for our residents to have a clearer overall picture of how we spend tax dollars and focus on some of the key facts and information that may not be well known.”

For more information, contact the Communications department at [communications@countygp.ab.ca](mailto:communications@countygp.ab.ca) or 780-532-9722.

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Leanne Beaupre  
Reeve  
780-814-3121

Bill Rogan  
CAO  
780-532-9722