



## FOR IMMEDIATE RELEASE

August 13, 2013

### “A NEW WHEELING” PREMIERES IN COUNCIL CHAMBERS

**Wheeling, WV** – On Tuesday, August 13, members of the media and the community gathered in Wheeling City Council Chambers for the premiere of “A New Wheeling,” a five-minute video promoting Wheeling, West Virginia.

For the past year, several local organizations have been working together to develop a visual summary of life in Wheeling. The concept was to create a video that can be shared with visitors, potential residents, and interested business owners as a way to introduce people to our area and encourage them to visit, relocate, or expand to Wheeling.

Representatives with the City of Wheeling, Wheeling Convention and Visitors Bureau, Wheeling National Heritage Area Corporation, Wheeling Area Chamber of Commerce, and Regional Economic Development Partnership collaborated with Beyond Marketing and Grindley Productions on the project. The Ohio County Development Authority also contributed to the production cost.

"A New Wheeling" features the voice of John Corbett – movie and television actor, commercial voice for Walgreens, and country music artist. Corbett, who grew up in Wheeling, is best known for his roles in the TV shows *Northern Exposure* and *Sex and The City* and the hit movie, *My Big Fat Greek Wedding*.

Beyond Marketing produced the video, with John Culler, Principal, overseeing the project. Written and directed by Bart DeStefano, Executive Producer for Beyond, the video features footage captured around the city throughout the past year. John Grindley, Jim Taggert, and Glen Heatherington of Grindley Productions filmed and edited the material.

An original soundtrack was written, performed, and produced by Jamie Peck, Brandon Fehr of Jamie Peck Productions, and DeStefano. Gary Zearott of Zee Photo & Productions provided historic photographs and film footage.

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A second, shorter video – "Wheeling: An American Success Story" – was also produced by Beyond Marketing, featuring the voice of Bob Jump, a nationally recognized commercial announcer for Smuckers, Bridgestone, Mini Cooper, and many others.

Each organization committed roughly \$5,800 toward the total production cost, with the City of Wheeling contributing \$15,333 through a West Virginia Local Economic Development Grant.

In addition to being live on the participating organizations' websites, both videos will be edited for commercial use as well as distribution to potential residents, tourists, and business owners.

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