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**FOR IMMEDIATE RELEASE**

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**Visit Lafayette - West Lafayette Announces New Community Video**

Visit Lafayette – West Lafayette has created a new community video that showcases the wonderful attractions in the area. The video highlights the arts, sports, dining, recreation, and more. The goal of this project is to promote the wonderful assets found in our community. Check out the video at [HomeOfPurdue.com](http://HomeOfPurdue.com).

Jo Wade states, "Video content is so very important in engaging our online audience, creating positive emotions and trust in what our community has to offer. We are very pleased to share this great new video promoting our community as a great place!"

**About Visit Lafayette - West Lafayette**

Visit Lafayette-West Lafayette is recognized as the destination leader of the west central Indiana visitor industry through accountable communications, collaborative partnerships and development support focused on recreational activities, historical sites and cultural events, and educational learning.