



NEWS RELEASE

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City Wins MindMixer's 'Most Creative Promotion' Video Award

MURFREESBORO, Tenn. – The City of Murfreesboro has made the Mindmixer.com <http://mindmixer.com> list of the Best of Online Engagement for 2014. To view the full list of communities cited as 'The Best of 2014', visit <http://mindmixer.com/2014/12/the-best-of-2014/>.

In recognizing the City and other communities, including Murfreesboro for its creative CityTV-produced video, 'How Your Government Works' promoting *Murfreesboro 2035*, MindMixer said, "Each of these successes represents not only a milestone for individual communities, but also a lesson you can take with you in the year ahead."

The 3-minute video by CityTV producer Michael Nevills features a fictitious whistle-blowing football coach—also portrayed by Nevills—who presents City employees with his game plan for success in 2035. To view the video, click the You Tube link <http://youtu.be/t9ugDZuZ3t8>. The video is also available on the MindMixer Murfreesboro 2035 website at <http://www.murfreesboro2035.com/about-this-site>.

Because of the high volume of users, the MindMixer online discussion forum has been extended for at least two more months (through February 2015). The City of Murfreesboro will continue to post provocative questions that are relevant to the *Murfreesboro 2035* comprehensive plan. Citizens of Murfreesboro are encouraged to participate by logging on to www.murfreesboro2035.com. Every three weeks participants will receive a newsletter stating what new questions have been added.

For City News online, visit www.Murfreesborotn.gov.

Photo attached captions:

1. *Still Photo Capture of Murfreesboro 2035 Promo.jpg*

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