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Florida League promotes cities

SPECIAL TO THE CHRONICLE

Florida cities have a wonderful opportunity to reinforce their importance in the daily lives of citizens. A new series of public service announcements launched by the Florida League of Cities, for use by Florida cities, illustrates how cities are vital to our state's quality of life.

Cities around the state will receive DVDs containing the PSAs for use on city Web sites and on city-operated television stations. This series of video messages is intended to remind Floridians of all the ways cities and the public services they provide positively affect their daily lives.

"Many people focus their political energy on what's happening in Washington, D.C. or the state capitol in Tallahassee, but in fact it is our cities that have the most direct impact on our daily lives," said **John Marks**, president of the Florida League of Cities and mayor of Tallahassee. "Service delivery sometimes goes unnoticed by the general public. Everything from effective police and fire safety to efficient solid waste collection and well-maintained roads are among the most important city services provided to citizens."

The Florida League of Cities also released the compelling video message for distribution on their Facebook page and Web site and it can be viewed at www.flcities.com. The League is also submitting the messages as public service announcements to Florida broadcast and cable television stations.

The Florida League of Cities is the united voice for Florida's cities. Its primary mission is to promote local self-government and serve the needs of Florida's municipal governments.
