

November 23, 2020

FOR IMMEDIATE RELEASE

Virtual Sylvan Lake - Bringing the Community Together

7 Points Media Ltd. is launching Virtual Sylvan Lake: a virtual view of picturesque Sylvan Lake via live web cameras. The website is at <http://www.virtualsylvanlake.ca/>

Virtual Sylvan Lake

With Covid-19 restrictions still in place, businesses are remaining affected by ongoing closure phases. Alongside the tumultuous experiences businesses have been left with, we've realized the impact it has on the Sylvan Lake community.

As of 2020, the Sylvan Lake Directory has a proud history of serving the businesses and residents of Sylvan Lake for 35 years. Our commitment in supporting our local businesses first, every time illustrates our resiliency and drive to build our local economy each and every day. However, in the past few months we've become inspired to further strengthen that pledge.

Our community has been forced to become a socially-distant but digitally-driven society. Events have been altered or cancelled, taking away from a collective experience we were once a part of. Sylvan Lake is excited to bring forward a new venture that serves to bring our community back together - **Virtual Sylvan Lake.**

Virtual Sylvan Lake was inspired by a heartwarming experience in December 2019. On a cold evening in the Fireside Restaurant and Lounge, a restaurant with full capacity overlooked a busy street of people enjoying the Sylvan Lake Winter Village. A couple in the restaurant was unable to go see the Winter Village due to their health conditions. Having the festival made available and accessible by sharing TD Aerials live drone footage with the elderly couple demonstrated similarity to our current social climate. The idea of Virtual Sylvan Lake was born.

Virtual Sylvan Lake offers a virtual experience of what the community of Sylvan Lake has to offer throughout the seasons. From Sylvan Lake sunsets to the Sylvan Lake Winter Village, the live cameras are available to our community, our family and our friends both near and far to experience the brilliance of Sylvan Lake Alberta.

No longer will there be long, cold lines for festival attendees, in an attempt to keep up with capacity regulations. Nor will there be any cancellations of the festivals we love. Watch and share our town's treasures with friends and family in the comfort of your own home.

We have prepared an introductory video. https://youtu.be/lu_DIsTGunc

About Sylvan Lake, Alberta

Located in the Province of Alberta, west of Red Deer but in close proximity to other cities like Edmonton and Calgary, Sylvan Lake is a vibrant lakeside community with a high quality of living. Sylvan Lake is an environment focused, offers diverse economic opportunities and places value on their efficient, inclusive, and transparent government.

Sylvan Lake is most notable for their community and their unique year-round lakeside recreational activities such as: winter polar bear dips, year-round festivals and fireworks shows, beach volleyball, paddle boarding and more.

About The Virtual Sylvan Lake Partners

The Fireside Restaurant and Lounge

www.facebook.com/firesideloungesylvanlake

The Fireside Restaurant and Lounge is a locally-owned restaurant located at the Fireside Restaurant & Lounge, 4907 Lakeshore Drive, Sylvan Lake Alberta. The Fireside Restaurant and Lounge will house one of our cameras facing north onto the Sylvan Lake Pier. In the summer season, this camera highlights all the going's on at the Sylvan Lake beach, while in the winter season, it gives each viewer the perfect point of view of the Sylvan Lake Winter Village Light Show.

The House of Music

www.sylvanhouseofmusic.com

The House of Music is the go-to spot in Sylvan Lakes to find your favourite musical instrument, host a summer camp or teach the community's children music education. The House of Music now offers virtual music lessons.

The Sylvan Lake Golf and Country Club

www.sylvanlakegolf.ca

The Sylvan Lake Golf and Country Club is a must play golf course whether you reside in central Alberta or are just visiting the lake. The Sylvan Lake Golf and Country Club offers one of Alberta's finest banquet facilities for weddings, meetings or dining atmosphere. Dine on their patio overlooking the first and tenth fairways.

Hilman Electric

www.hilmanelectric.ca

Hilman Electric has served Sylvan Lake and the Red Deer area in the commercial, residential, light industrial and farm sectors with new installations, renovations, maintenance and troubleshooting. With the promise of delivering quality service with integrity, they create an inviting and friendly atmosphere to all their job sites.

Logos IT Solutions

www.logositsolutions.com

Logos IT Solutions Inc. (LIS) was started by Tim McBride in March 2017. Having repaired computers, built networks, and managed servers for 10 years Tim is using his knowledge and expertise to serve Businesses of all sizes. Utilizing the latest tools to remotely monitor and proactively maintain computers, Tim and Logos IT believe that "an ounce of prevention is worth a pound of cure" is valid for technology too.

TD Aerials

www.tdaerialsab.wixsite.com/tdaerials

TD Aerials is a licensed and advanced operations certified drone pilot in Sylvan Lake, Alberta. I am certified to fly as close as 5 meters from the public, as high as 400 feet AGL, and in controlled airspace upon approval from Transport Canada. Whether it is for real estate videography, or capturing birds-eye view moments at an event, TD Aerials is the go-to company for Sylvan Lake.

Web 321 - Shawn DeWolfe

www.web321.co

Web321 is a full service web design agency, created by Shawn and Erin DeWolfe, that creates and manages your company's web presence via an affordable monthly subscription plan. For \$321/month, receive a custom built website (or a website makeover) alongside a guarantee of 24/7 support, unlimited content updates, monthly reporting, secure hosting, and more. Alongside their website subscription plan, add on booster packs for content creation, marketing materials, and e-commerce essentials.

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