



City of Yakima

News Release

Subject: City Launches "Profiles in Business"

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City Launches "Profiles in Business"

What do a craft beverage company and an RV manufacturer have in common?

They are featured in the first two editions of "Profiles in Business," two-and-a-half minute videos focusing on specific Yakima businesses.

"Many of these businesses ship products all over the country and they're in our backyard," said Economic Development Manager Sean Hawkins. "Many of us drive right by them and don't realize their impact."

Hawkins hosts the videos produced by the City's Community Relations Department. The most recent episode features Tieton Cider Works. The one prior to that focused on Adventurer RV.

The videos not only feature interviews with company officials, but provide a behind-the-scenes glimpse of the work that goes into creating their products.

"The goal is to raise awareness of what's here in our community," Hawkins said of the videos.

"The plan is to produce one per month well into the future."

"Profiles in Business" videos appear regularly on Yakima Public Affairs Channel, Charter Cable Channel 194, and can be viewed anytime on the City of Yakima's YouTube channel, <https://www.youtube.com/c/CityofYakimaWA>