

**W.M. Patrick Madden**  
*Mayor*



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## **Mayor Madden Launches City of Troy's Official YouTube Channel**

**TROY, NY** – Mayor Patrick Madden today announced the launch of the City of Troy's official YouTube channel – available at [youtube.com/troyny](https://www.youtube.com/troyny). The channel will feature video content, live-streamed events, and other announcements from the Mayor's office and City Hall as part of the Madden administration's continued efforts to better connect Troy residents with their local government.

**Mayor Madden said**, "Expanding the public's access to what's happening in our community remains a priority for my administration. Every day, residents connect with City Hall to request services and communicate with staff via phone, email and, more frequently, social media to find the information they need quickly and efficiently. By harnessing the power of online tools like YouTube, we can help better inform and educate the public on how my administration is working to serve the residents, families and businesses of Troy, while highlighting our City's diverse neighborhoods and those who make our community such a wonderful place to live."

Watch the announcement video launching the City of Troy's YouTube channel here:  
<https://youtu.be/k2IAKwDd5Qo>

Since 2016, the City of Troy has taken various steps to improve transparency and strengthen communication with the public, including the launch of a redesigned website ([www.troyny.gov](http://www.troyny.gov)), creation of an online services page ([www.troyny.gov/online-services](http://www.troyny.gov/online-services)) where residents can submit reports on issues in their neighborhood, and expanded use of email for monthly newsletters and announcements. Residents can sign up to receive email updates from City Hall by visiting [www.troyny.gov/connect](http://www.troyny.gov/connect)

For up-to-date announcements from Troy City Hall, please visit [www.troyny.gov/news](http://www.troyny.gov/news)

**Follow Troy City Hall on Twitter:** [@TroyCityHall](https://twitter.com/TroyCityHall)

**Subscribe to the City of Troy on YouTube:** [www.youtube.com/troyny](https://www.youtube.com/troyny)

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