



CHAMBER OF COMMERCE | CONVENTION & VISITORS BUREAU



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FOR IMMEDIATE RELEASE

### **PARK CITY NAMED *OUTSIDE* MAGAZINE'S "BEST ACTIVE TOWN"**

PARK CITY, UTAH | August 12, 2013 – *Outside* magazine has selected Park City, Utah, as the winner in its search to determine the best active town in America after a selection process that included an online voting competition via Facebook. As the "Best Active Town," Park City will be honored in the September issue of *Outside* magazine which hits newsstands on August 13, 2013.

Mayor Dana Williams is honored that *Outside* magazine has chosen Park City as its 2013 Best Active Town. "The high level of community participation in this competition is reflective of the passion that Parkites have for their community. With nearly 10,000 acres of skiable terrain, 7,000 acres of open space and more than 400 miles of trails including some of the sweetest single track in the country, we are an outdoor enthusiast's dream."

After several rounds of vetting, the top ten finalists were chosen and put up for a three-week vote on Facebook. No place was as passionate as Park City, which received two-thirds as many votes (5,179) as it has residents.

"It truly is an honor to be recognized as a place that has a population that is so passionate about the outdoors," says Bill Malone, president and CEO of the Park City Chamber/Bureau. "In addition to the natural environment, we are blessed to have a community that has such a plethora of great shops, restaurants, accommodations, events and activities which cater to our lifestyle. It's a great community for people with a zest for life."

To select the town deemed the best place to live healthy, *Outside* started with the American College of Sports Medicine's annual list of 50 healthiest cities, and added a few small and midsize active towns that the metro-centric pool overlooked. Local runners, cyclists, climbers, and surfers were consulted to narrow the finalists to the top ten places that had easy access to healthy food, work, great trails, beaches, and mountains.

Park City, Utah, was awarded the top slot among a list of cities that included Bozeman, MT; San Diego, CA; Boston, MA; Oklahoma City, OK; Spokane, WA; Greenville, SC; Honolulu, HI; Carbondale, CO and Waitsfield, VT.

"With more than 21,000 votes, our third-annual Facebook competition was our most competitive yet," said *Outside* editor Christopher Keyes. "Greenville and Park City battled it out for weeks. We're proud to showcase both towns in the magazine and thrilled with the level of engagement this program has garnered from readers."

To see why Park City is the “Best Active Town,” visitors have the opportunity to create their own itinerary to Park City and enter to win it in the Park City Great Getaway contest at [www.visitparkcity.com](http://www.visitparkcity.com). To read the feature story on Park City online, please visit [www.outsideonline.com/besttowns](http://www.outsideonline.com/besttowns).

*Outside* is America’s leading active lifestyle brand. For more than 30 years, *Outside* has covered travel, sports, adventure, health, and fitness, as well as the personalities, the environment, and the style and culture of the world Outside. The Outside family includes *Outside* magazine, the only magazine to win three consecutive National Magazine Awards for General Excellence, The Outside Buyer’s Guides, Outside Online, Outside Television, Outside Events, Outside+ tablet edition, and Outside Books. For more information, please visit [www.outsideonline.com](http://www.outsideonline.com) and [www.facebook.com/outsidemagazine](http://www.facebook.com/outsidemagazine).

Park City is North America’s most accessible mountain recreation destination, located just 35 minutes from Salt Lake City International Airport. Park City, Utah, has over 100 lodging properties including large multi-family private homes, bed and breakfast inns, condominiums and full-service hotels. Among this variety of properties is the highest concentration of ski-in/ski-out luxury lodging in North America. Park City is home to three world-class ski resorts, over 400 miles of public trails, and more than 100 restaurants. For more information, please visit [www.visitparkcity.com](http://www.visitparkcity.com).

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