



cleandesign

Chapel Hill/Orange County Visitors Bureau
2015/2016 Media Outreach Plan

HOSPITALITY IS ALWAYS ON TAP.

CAROLINA BREWERY, CHAPEL HILL, NC

We're serving up more than just fresh beer at the edge of the Triangle. Expand your palate with unusual food and brew pairings at a beer dinner. Or go behind the scenes on a brewery tour. It's easy to fill a weekend from our events schedule. Visit our website to book your plans today.

VISITCHAPELHILL.ORG

CHAPEL HILL

HILLSBOROUGH & CARRBORO

HOME OF THE UNIVERSITY OF
NORTH CAROLINA AT CHAPEL HILL

WHERE IT'S RUN:

AENC, July 2015

AENC, September 2015



WE TRY NOT TO STAY WITHIN THE LINES.

NORTH COLUMBIA STREET, CHAPEL HILL, NC

The edge of the Triangle

At the edge of the Triangle, we're more into original thinking. And it shows in our galleries, on our murals and at our art festivals. Come see for yourself.

CHAPEL HILL

HILLSBOROUGH & CARRBORO

WHERE IT'S RUN:

Our State, April 2016



NOT ALL BRIDES WEAR WHITE.

With its beautiful weather, welcoming people, and venues ranging from upscale to rustic, Chapel Hill invites couples of all kinds to host the wedding of their dreams here at the edge of the Triangle.

We'll even help you plan it at no charge. Simply contact our wedding coordinator, **Marlene Barbera**, at **919-245-4323** or mbarbera@visitchapelhill.org to plan an event that's as unique as your love.

VISITCHAPELHILL.ORG

CHAPEL HILL

HILLSBOROUGH & CARRBORO

WHERE IT'S RUN:

Walter, September 2015



EVERY WEDDING NEEDS AN EDGE.

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WHERE IT'S RUN:

Charlotte Wedding Magazine

IS THERE A SECRET INGREDIENT? ABSOLUTELY.

CROOK'S CORNER CHEF BILL SMITH, FARMERS' MARKET
CARRBORO, NC

There's nothing bland about cuisine at the edge of the Triangle. The food here is inspired. Vibrant. Fresh. Here, local favorites happen to be world-renowned chefs. Irresistible dishes are the norm. And memorable meals are standard fare.

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HOME OF THE UNIVERSITY OF
NORTH CAROLINA AT CHAPEL HILL

WHERE IT'S RUN:

Southern Living, September 2015
Garden & Gun, October/November 2015
Cary Magazine, February 2016
Charlotte Magazine, March 2016
Our State, March 2016
Garden & Gun, April/May 2016
Southern Living, May 2016



IT'S EVERYTHING
YOU'RE
HUNGRY FOR.

TerraVITA brings foodies face-to-face with chefs, food artisans, farmers, and scholars for a celebration of sustainable food. It's one of 20 festivals that Chapel Hill and Orange County host each year. From food to music to comedy to art, there's always something to celebrate. Visit our website to find upcoming events around what you love.

VISITCHAPELHILL.ORG

CHAPEL HILL

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HOME OF THE UNIVERSITY OF
NORTH CAROLINA AT CHAPEL HILL

WHERE IT'S RUN:

Charlotte Magazine, July 2015

Walter, July 2015

Cary Magazine, September 2015

Charlotte Magazine, September 2015



WHERE
CREATIVITY
COMES
TO LIVE.

MARCIE COHEN FERRIS, AUTHOR, *THE EDIBLE SOUTH*
FLYLEAF BOOKS, CHAPEL HILL, NC

We eat and shop local. We even read local. It's easy when *New York Times* bestsellers Lee Smith, Sarah Dessen, and Allan Gurganus call Orange County home. Pop into a local bookstore, and you might see *Big Fish* author Daniel Wallace or Marcie Cohen Ferris of *The Edible South*. Visit our website to plan your next literary pilgrimage.

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HILLSBOROUGH & CARRBORO

HOME OF THE UNIVERSITY OF
NORTH CAROLINA AT CHAPEL HILL

WHERE IT'S RUN:

Carolina Alumni Review, July/August 2015
Our State, October 2015
Charlotte Magazine, November 2015

Photo courtesy of
Daniel Jackson.

MADE YOU LOOK.

CAROLINA PERFORMING ARTS
MEMORIAL HALL, CHAPEL HILL, NC

LIL BUCK, APRIL 15-16



Sure, we have galleries in Chapel Hill. We also have world-class orchestras and American dance icons, bluegrass legends, and jookin' jam sessions. And with venues like the Carolina Performing Arts' Memorial Hall, where you can see well-known artists and bold newcomers performing night after night and sometimes side by side, there's always something mind-bending and eye-catching going on. Visit our website to plan your own art retreat.

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HOME OF THE UNIVERSITY OF
NORTH CAROLINA AT CHAPEL HILL

WHERE IT'S RUN:

Our State, November 2015

Walter, November 2015

Southern Living, February 2016

Walter, March 2016

Carolina Alumni Review, March/April 2016

CHAPEL HILL, HILLSBOROUGH & CARRBORO EVENTS

15TH ANNUAL COMEDY ARTS FESTIVAL FEBRUARY 3-15, 2015

Festival spotlights include Master Classes & Workshops, a North Carolina Laughter Championship, the return of The Rap Battle and more. Reserve your seats now #NCCAF.

Various times & locations in Chapel Hill and Carrboro
www.nccomedysarts.com
919-338-8150



THE HOLLAND BROTHERS & BIG FAT GAP FEBRUARY 5, 9:00 PM

After an 11 year hiatus, the Holland brothers are back together singing close harmony. Expect sweet three-part harmonies from Big Fat Gap.

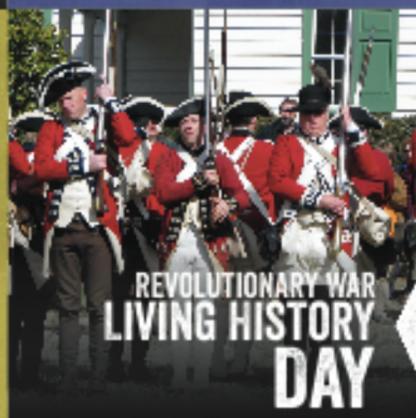
The ArtsCenter
300 E. Main Street, Carrboro
www.artscenterlive.org/events
919-929-2787



38TH ANNUAL CAROLINA JAZZ FESTIVAL FEBRUARY 18-21, 2015

Festival features performances by Brian Blade and the Fellowship Band and Artists-in-Residence Etienne Charles (trumpet) and Rodney Whitaker (bass).

Various times and locations on UNC Campus
<http://music.unc.edu/jazzfest>
919-962-1039



REVOLUTIONARY WAR LIVING HISTORY DAY FEBRUARY 21, 10 AM - 4 PM

Revolutionary War Reenactment commemorating the occupation of Hillsborough by British General Lord Charles Cornwallis and his 1,900-man army on February 20, 1781.

Alexander Dickson House
150 E. King Street, Hillsborough
www.visithillsboroughnc.com
919-732-7741

WALK THIS WAY! MONTHLY

Get out and explore the special places in Chapel Hill and Carrboro while learning about the people who built it. Tours given monthly or by appointment for groups.

Admission: \$5 per person.
www.preservationchapelhill.org



KIDZU MUSEUM LAUNCH PAD OPENING SOON

Due to open by the end of February at University Mall, Chapel Hill. Visitors can expect to see some of their favorite exhibits and some brand new unique and engaging exhibits as well.

Check their website often for updates
www.kidzuchildrensmuseum.org/



THIS PLACE IS ALWAYS HAPPENING

VISITCHAPELHILL.ORG

CHAPEL HILL

HILLSBOROUGH & CARRBORO

SPONSORED BY THE CHAPEL HILL ORANGE COUNTY VISITORS BUREAU

INDY:

September 7th, 2015

October 12th, 2015

November 9th, 2015

UPCOMING AD PLACEMENTS:

Indy, March 21st 2016

Indy, April 18th 2016

Indy, May 16th 2016

Carolina Alumni Review, May/June 2016

Charlotte Magazine, May 2016

Our State, May 2016

Walter, May 2016

AENC, June 2016