

Pure Ludington

Ludington Area Convention & Visitors Bureau

PRESS RELEASE

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LUDINGTON ADVANCES TO ELITE EIGHT IN *OUTSIDE* MAGAZINE'S "BEST TOWN IN AMERICA" POLL

Ludington Holds Own as Only Michigan Destination; Polling Closes May 14 for Shot at Final Four

LUDINGTON, Mich. – *May 11, 2016* – While Michiganders have long thought Ludington was a top beach town, it's getting its due on a national stage as the town of 8,500 advances to the Elite Eight of [OUTSIDE](#) Magazine's "[Best Town in America](#)" reader poll. Polling closes Saturday, May 14 at midnight for a shot in the Final Four, and people can visit www.outsideonline.com/2056761/best-towns-2016 to cast their vote.

Ludington was one of 64 towns selected by *OUTSIDE* editors and four Wild Card Entries, grouped into the Beach category that was one of four key categories: Beach, River, Mountain and Culture. In the first four weeks of the six-week contest ending May 27, Ludington bested fellow beach towns Cape May, N.J.; Bayfield, Wis.; and Bellingham, Wash. It now goes toe-to-toe with Grand Marais, Minn., until May 14, the last two Midwest cities in the poll.

"We're pretty pumped to be on this list and see Ludington advance against other cities with bigger name recognition," said Kathy Maclean, executive director for the Ludington Area Convention & Visitors Bureau. "We'd love to challenge all Michiganders to get behind Ludington and help take us to the Semifinals. But no matter the outcome, we already know we have a winning town with Ludington."

Billed as "America's leading active and adventure lifestyle brand," *OUTSIDE* has covered travel, sports, adventure, health, and fitness, as well as the personalities, the environment, and the style and culture of the world since 1977. *OUTSIDE* defines the Best Town in America as "the kind of place with top-notch restaurants, vibrant farmers' markets, friendly neighborhoods, and unparalleled access to hiking and biking trails. In short, the perfect jumping-off point for adventure."

OUTSIDE will feature the final 16 towns in its September 2016 issue, including Ludington. Below is a list of the initial 60 cities nominated for *OUTSIDE*'s Best Towns 2016 Competition:

- **BEACH:** Bolinas, Calif.; Los Angeles, Calif.; Bellingham, Wash.; Cape May, N.J.; Wilmington, N.C.; Ketchikan, Ala.; **Ludington, Mich.**; Miami, Fla.; Milwaukee, Wis.; Duxbury, Mass.; Islamorada, Fla.; Fairhope, Ala.; Yachats, Ore.; Bayfield, Wis.; Pacific Grove, Calif.; Grand Marais, Minn.
- **RIVER:** Milford, Ohio; Phillipsburg, Mont.; St. Louis, Mo.; Portland, Ore.; Salida, Colo.; New Orleans, La.; Nevada City, Calif.; Livingston, Mont.; Boise, Idaho; Bend, Ore.; Gunnison, Colo.; Charlotte, N.C.; Leavenworth, Wash.; Sioux Falls, S.D.; Harper's Ferry, W.Va.; Billings, Mont.
- **MOUNTAIN:** Silver City, N.M.; Salt Lake City, Utah; Durango, Colo.; Jackson, Wyo.; Sun Valley, Idaho; Steamboat Springs, Colo.; Sedona, Ariz.; Tucson, Ariz.; Bishop, Calif.; Waynesville, N.C.; Waterbury, Vt.; Marquette, Mich.; Jim Thorpe, Pa.; Staunton, Va.; Talkeetna, Alaska; Mammoth Lakes, Calif.

- **CULTURE:** Cleveland, Ohio; Ojai, Calif.; Taos, N.M.; Atlanta, Ga.; Princeton, N.J.; Austin, Texas; Seattle, Wash.; Denver, Colo.; Amherst, Mass.; Chapel Hill, N.C.; Brunswick, Maine; Hanalei, Hawaii; Aspen, Colo.; Savannah, Ga.; Beacon, N.Y.; Imperial Beach, Calif.

About Ludington

Located on the shores of Lake Michigan with miles of beachfront and water access, Ludington offers a quintessential “Up North” experience close by. Ludington and surrounding Mason County deliver the perfect combination of unspoiled natural resources and unrivaled outdoor recreation with quaint, small-town charm. And it’s all within easy reach, located at the intersection of U.S. 31 and U.S. 10. Come to Pure Ludington – Up North close by. For information on the Ludington area including lodging, events, and other tools to help plan your next Ludington getaway, visit PureLudington.com or call (800) 542-4600.

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