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TOP TEN REASONS TO VISIT

CHARLOTTE

Get a Dose of Cosmopolitan

Enjoy the cosmopolitan life without the attitude. Charlotte offers the Southern charm and hospitality to make your visit simply unforgettable. If you'd prefer to be pampered at a luxury hotel like the **Westin Charlotte** or just grab some grub at one of Carolina's famous BBQ eateries like **Mac's Speed Shop**, you'll be sure to encounter friendly faces to welcome you wherever you go.



Enjoy Recreation for Every Generation

Charlotte has an activity for every member of the family. Whether you prefer the friendly confines of unique boutiques and luxurious department stores at Carolina's premier shopping destination, **SouthPark Mall** or the thrills of world-class roller coasters and a 16-acre water park at **Paramount's Carowinds**, there's sure to be something for everyone.

Connect with Culture

A fan of ballet, opera, or fine art? How about architecture, the symphony, or Broadway shows? Whatever your culture craze, Charlotte has you covered. The **Arts & Science Council** of Charlotte-Mecklenburg supports 27 cultural organizations, neighborhood festivals, arts education programs and much more that result in over 55,000 performances and events annually.

Here's one way to spend an evening. Take in an American Art exhibit that spans three centuries of creativity at the **Mint Museum of Art**. Catch the **Charlotte Philharmonic** at **Ovens Auditorium**, a Charlotte landmark since 1955 that has hosted over 7,000 events. Then, choose from a multitude of fine dining options throughout Center City and surrounding neighborhoods for a late bite to eat. Charlotte's cultural calendar is seemingly endless.

Start Your Engines

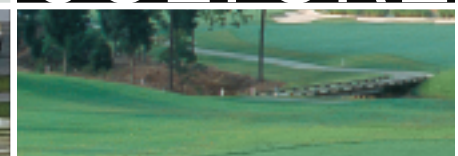
Attention race fans! Fasten your seatbelts for the ride of your life at **Lowe's Motor Speedway**, home of the NASCAR Nextel All-Star Challenge, Coca Cola 600 and Bank of America 500. If that isn't enough to get your motor running, Charlotte will soon be home to the **NASCAR Hall of Fame**, which is set to open its doors in late 2009. This state-of-the-art facility in the heart of Center City will be an exciting and interactive NASCAR experience not to be forgotten. Not quite the spectator? No problem. Jump into the driver's seat of an actual NEXTEL Cup car at Jeff Gordon Racing School or the Richard Petty Driving Experience for heart pounding laps around the speedway.

Be Seen on the Green

Take your pick from over 80 golf courses in the Charlotte area and tee off! The renowned **Ballantyne Golf Resort**, named one of the "Top 38 Golf Resorts in the World" by *PGA Magazine*, is home to the Dana Radar Golf School. This School features a nationally acclaimed team of PGA and LPGA instructors and is ranked on *Golf Magazine's* prestigious list of the world's "Top 25 Golf Schools." The **Wachovia Championship**, recognized as one of the top events on the PGA Tour, has been held at Charlotte's Quail Hollow Club since 2003.



ART + CULTURE



NATURAL WONDERS



If you think of yourself as more than outdoorsy, Charlotte is definitely your destination. The **U.S. National Whitewater Center** is an outdoor adventure center along the Catawba River, where Olympic-caliber athletes, weekend warriors, and adventure seekers alike come to play. In addition to four channels of whitewater, the site features 300 acres of woodlands for biking, hiking, and trail running and 5,700 square feet of climbing surface to challenge both the beginner and most expert climber. The Charlotte area also boasts over 200 parks equipped with fishing, tennis courts, golf courses, skate parks, mountain biking trails, and much more.

Root for the Home Team

Pro sports have found a receptive home in Charlotte. The **NFL Carolina Panthers** take center stage at the Bank of America Stadium. Meanwhile, the **NBA Charlotte Bobcats** hold court at the Charlotte Bobcats Arena. The city is also home to several minor league teams including the **Charlotte Knights**, a AAA affiliate of the Chicago White Sox, the **AW Charlotte Eagles** soccer team, and the **ECHL Charlotte Checkers** hockey team.

Explore the Queen City's Regal Heritage

Unbeknownst to most, Charlotte has a rich American history steeped in the discovery of gold and the pride of the Scots-Irish settlers. Named for Queen Charlotte, wife of King George III of England, Charlotte offers a wealth of museums that capture the city and region's important history and significant role in shaping America. For an educational and interactive tour, hop on the Gold Rush rubber-wheeled trolley service or climb aboard Streetcar # 85 and head to South End, where textile factories once identified the booming area. Today, the diverse South End community has been given new life with an assortment of restaurants, shops, and residential living. The tour then heads to Center City introducing many more historic landmarks along the route and highlighting Charlotte's smart city planning.

A Neighborhood Stroll

Beyond the skyline of the nation's second-leading financial center, lie Charlotte's historical and visually stunning neighborhoods. Take a stroll through **Plaza-Midwood**, Charlotte's most diverse streetcar-era neighborhood, where buildings range from vintage factories to the city's most prestigious country club. Or stop by **Dilworth** to enjoy turn-of-the-century architecture and a traditional neighborhood feel with boutiques and restaurants scattered along tree-lined streets. Also not to be missed are the **Elizabeth, South End, NoDa, and Myers Park** neighborhoods.



DISCOVER A CITY FOR ALL SEASONS

Throughout the year, Charlotte is host to all types of festivals and celebrations as well as a climate that will keep you smiling. Frequently described as moderate, pleasant, and sunny throughout the year, the weather welcomes many activities for Charlotteans and visitors to rally around. Come winter, "Holidays in the City" begins, a month-long celebration in Center City Charlotte highlighting the city's rich holiday traditions. Spring brings a "Literary Festival" where writers and visual artists congregate to bring an unparalleled array of talent to Charlotte. The summer sun lures everyone outside to enjoy fantastic eats from the city's finest restaurants at the "Taste of Charlotte" and the fabulous fireworks show "Red, White, and Boom" for Independence Day. Fall means "Charlotte Shout," a celebration of art, culture, and community with over 200 events along with a culinary experience to make your mouth water.

