



**Greater Raleigh
Convention and Visitors Bureau**
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Raleigh is...Dynamic, Unexpected, Celebratory and Smart

Think you know Raleigh? Think again. \$3 billion in development has taken North Carolina's Capital City from a sleepy Southern Mayberry to a sought-after destination. Raleigh offers world-class museums, culinary superstars, more live music venues than anywhere else in North Carolina, professional sports, vibrant festivals, nationally recognized theater, opera, symphony and ballet companies, and local artisans, committed to using local products, who are making a name for themselves on a national stage. Add an engaging downtown and an incredibly lush environment, and we've got it all ... and that's why we top almost every "Best Of" list there is.

There's so much to see in Greater Raleigh that no matter if you consider yourself a Foodie, Creative Genius, Free Spirit, Music Maniac, Adrenaline Junkie, Lifelong Learner or Fashionista – there's something for everyone.



LIFELONG LEARNER – Smarter All Around

The Nature Research Center, a new wing of the N.C. Museum of Natural Sciences, highlights scientific research that affects our daily lives, from paleontology to public health. While the current museum focuses on what we know, the new center will showcase how we know, bringing scientists and their work into the public eye to help demystify what can be an intimidating field of study. The center will facilitate involvement in citizen science projects, better prepare science educators and students, and inspire a new generation of scientists. It **opens fall 2012**.



CREATIVE GENIUS – Contemporary Art Museum

The historic-warehouse-turned-museum will house three galleries as well as education space dedicated to expanding community-wide adult and youth art and design programming. The 20,000-square-foot building, in the Warehouse District near the Raleigh Convention Center and planned Union Station Transit Center, has two full levels, soaring interior space and two adjacent parking lots plus large and intimate gallery spaces, classrooms and new technology as both an art form and an educational tool. North Carolina's only non-collecting museum, it opens **April 30, 2011**.



FOODIE – A Spirited Tour through Raleigh's Breweries and Wineries

Whether you love wine or are true to your brews, Greater Raleigh's local breweries and wineries make this the place to kick back with a fresh, cold beer or a luscious glass of wine. Most offer free tours, require no reservation and provide samples, so just come and pick from breweries such as **Carolina Brewing Co.**, **Big Boss Brewing Co.** or **Aviator Brewing Co.** Wineries such as **Adams Vineyard and Winery**, which offers wine-making classes with the wine makers, and **Chatham Hill Winery**, dubbed North Carolina's only urban winery, offer engaging tours and a chance to sample the wine. Stroll downtown to find unique local restaurants and bars that offer an assortment of micro-brewery beers. And don't miss the smaller breweries such as **Boylan Bridge Brewpub**, where you can come for a beer that's brewed on site. Sit on the porch for a great view of downtown Raleigh.



FASHIONISTA – *Unique Wares*

The Raleigh area is consistently named to every “Best OP” list imaginable, and with an influx of young, hip designers, we can add best of design and creativity. **Holly Aiken** hand-sews her retro vinyl purses, messenger bags and more in her shop in downtown Raleigh. **Victor and Sara Lytvinenko** are making a national name for themselves with Raleigh-Denim Jeans, hand-sewn from North Carolina textiles. The Lytvinenkos just opened The Curatory in the Warehouse District of downtown Raleigh. **Moon & Lola** designs jewelry that has been featured everywhere from Redbook to InStyle. Throw in one of the best textile design schools in the country at N.C. State University and Raleigh becomes the capital of fashion and design for the state.



MUSIC MANIAC – *Live Music, All the Time*

The Raleigh area can claim the big boys – Time Warner Cable Music Pavilion at Walnut Creek, Raleigh Downtown Amphitheatre, Progress Energy Center for the Performing Arts and Koka Booth Amphitheatre – which all welcome thousands of fans for live music performances by some of the best-known acts in the world. But did you know that the Raleigh area can also claim more live music venues than anywhere in the state? With more than 85 venues ranging from small bars to restaurants and dedicated music halls welcoming all types of musicians at least three times a week, you can strike up your own tune. We also have numerous annual music festivals, most notably **Hopscotch Music Festival**, which returns for a second year Sept. 8-10, 2011. This independent festival welcomed 130 bands in a range of genres for its inaugural year and expects to build on the buzz and offerings.



ADRENALINE JUNKIE – *Game On*

By any definition, Greater Raleigh is a premier sports destination. The area has earned a national reputation as a collegiate sports capital. Not only do six colleges, including N.C. State University, play exciting home schedules in a myriad of sports, but Greater Raleigh is also a regular home of NCAA and Atlantic Coast Conference championship events. Cary also claims the honor of being one of only six NCAA Championship Cities. There’s so much excitement here that any sports fan, whether an armchair athlete or an avid participant, will have countless events to choose from.



FREE SPIRIT – *Zest Says it All*

The Raleigh area is all about liveliness and a celebratory spirit – zest, a simple word with big meaning. Greater Raleigh offers historic charm combined with unique festivals and events that set the area apart. Explore events such as BugFest! the nation’s largest single-day bug event; SparkCon, a celebration of diversity in the creative arts community; Lazy Daze Arts & Crafts Festival, a huge street market with local artisans; and the Krispy Kreme Challenge, in which runners race from N.C. State University to Krispy Kreme, eat a dozen doughnuts and run back.

For extensive information on Greater Raleigh’s attractions, history, accommodations and dining, please visit www.visitRaleigh.com.