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PRESS RELEASE

Best Town in Small America

Moab, Utah is definitely the best small town in America; just ask any mountain biker, river runner, hiker, climber, four-wheeler... well, actually anyone. Moab has something for everyone, old or young, family or solo, soul-soothing or exhilarating, and that will fit into any budget, whether you like to rough it or be pampered.

Moab will surround you with the warmth and hospitality of a small resort town at the center of one of the most stunning red rock landscapes on Earth. Moab's unique combination of beautiful red rock scenery and the cool waters of the Colorado River, has made it one of the most sought after destinations in the southwest for lovers of the outdoors.

Considered the gateway to both Arches and Canyonlands National Parks, Moab's perfect climate has also made it a magnet for outdoor events and festivals. The downtown business district has risen to the occasion with a great selection of restaurants, shops, and galleries. Moab's diverse cuisine will please any palate, from regional southwestern fare to world-class gourmet. Stroll through the downtown shops for a great selection of southwestern arts and jewelry, souvenirs, t-shirts, and much more. Our extensive selection of accommodations will suit any taste, from comfortable hotel rooms, condos and bed & breakfasts with a regional flair, to luxury resorts complete with spas.

Only in Moab Utah can you enjoy "Black Tie" cuisine in the comfort of casual attire. Moab boasts not one, but four restaurants which would not only survive, but thrive in New York. Chef Tim Buckingham, owner of Buck's Grill house, wanted to take local ingredients and combine them with classic and regional dishes from the area. Hence, his famous buffalo meat loaf. The Center Cafe's chefs and owners, Paul & Zee McCarroll, have built a reputation on outstanding service with innovative and classically prepared menu items. For history buffs, there are two restaurants housed in historic buildings. The Sunset Grill perched 220 feet above the town of Moab, where well trained chefs prepare some of the finest food available, in the historic home of uranium king, Charles Steen. The casual atmosphere and patio dining provide a wonderful way to relax after seeing some of Utah's most unique sights. Chef & owners, Karl & Michelle welcome you to the Desert Bistro, located in a beautiful historic Ranch House at Moab Springs Ranch where they hand craft each entrée to order.

Locals shop for unique items in the shops located in Moab. While there are far too many to name them all, you will find trading posts featuring fine Indian crafts & jewelry, gift shops offering local arts and crafts, as well as upscale art galleries.

Local mascot, aside from the high school mascot "Red Devil", would have to be the Kokopelli, a prehistoric deity depicted often in ancient rock art found throughout the canyonlands area. Frequently shown as a hump-backed flute player, this mythic being has survived in recognizable form from Anasazi times to the present, and is often business names and logos.

As for weird folklore, there is plenty, for example, the legend of Dead Horse Point State Park. Dead Horse Point is a peninsula of rock atop sheer sandstone cliffs. The peninsula is connected to the mesa by a narrow strip of land called the neck. There are many stories about how this high promontory of land received its name.

According to one legend, around the turn of the century the point was used as a corral for wild mustangs roaming the mesa top. Cowboys rounded up these horses, herded them across the narrow neck of land and onto the point. The neck, which is only 30 yards wide, was then fenced off with branches and brush. This created a natural corral surrounded by precipitous cliffs, affording no escape. Cowboys then chose the horses they wanted and let the culls or broomtails go free. One time, for some unknown reason, horses were left corralled on the waterless point where they died of thirst within view of the Colorado River, 2,000 feet below.

Everything in Moab easily qualifies as cool. There are several organic coffee shops, as well as two breweries, two wineries with tasting rooms, two riverside resorts, restaurants in historic buildings, two museums, and the Millcreek parkway that winds throughout the town can be enjoyed by foot, bike or segway.

Moab is unique in so many ways and the diversity of events is no exception and whether participating or spectating, you are sure to enjoy one of Moab's annual events.

The Annual Western Stars Cowboy Poetry Gathering, featuring Suzy Boggus and Dave Stamey on President's Day weekend in February kicks off the year with cowboy poets, music, square dancing, chili contest, western art and much more.

Spring in Moab is full of events with March offering marathons, barrel racing, and cycling events. April brings a blast from the past with the **Annual April Action Car Show**, a favorite of locals and visitors alike. Saturday, stroll the park and admire hundreds of classic cars, hotrods, muscle cars and street rods on display; then relax that evening as the same classics take to Main Street in an endless nostalgic parade.

Memorial Day weekend, the **Annual Moab Arts Festival** again fills Swanney City Park with vendors, games, crafts, music throughout the day. The **Annual PRCA Rodeo** in June offers three nights of barrel racing, bronc riding, roping and bull riding at the Old Spanish Trail Arena.

The fall season begins with the Moab Music Festival, where music from around the world amidst the spectacular red rock canyonlands of Moab, Utah and wraps up with the Moab Folk Festival the first week of November with some of the finest singer/songwriter musicians in the country. Other fall events include the Gem & Mineral Show, Pumpkin Chunkin' Festival, Big Horn Sheep Festival as well as more cycling, four-wheeling, and running events.

Got toys? Then a play date in the outdoor wonderland of Moab is an absolute must. No matter what your toy preference, motorized or non-motorized, Moab is the place to bring your toys and family to play, or if you like to travel light, Moab is also a great destination if you want to play without the hassle of packing toys. An abundance of outfitters are available to take you on an adventure, or rent your own toys and do your exploring. There are also many great activities that do not require anything but a desire to experience nature at its best.

Activities include hiking, biking, four-wheeling, ATV riding, river running, horseback riding, golfing, fishing, scenic flights, hot air balloon rides and even skydiving! Choose an activity and then define how extreme an adventure you desire.

Hiking in and around Moab is a wonderful way to explore the beautiful country. Day hikes in the National Parks range from a 30-minute leisurely stroll, to all day excursions with such challenges as narrow ledges, slickrock, and narrow canyons. Arches National Park offers great rewards for your efforts with the breathtaking beauty of the Delicate Arch (3 mile round trip), or for the youngsters, a natural box of sand pouring through Sand Dune Arch (0.4 mile round trip). Several other trails in the parks, of varying length and difficulty, make it easy to pick a hike that fits your family.

Skinny tire or fat tire, mountain and road biking trails are in abundance in and around Moab. Known as the "mountain bike capitol of the world", there are trails ranging from the "Bar M Loop" for beginning mountain biking, to the "Slick Rock Bike Trail" guaranteed to challenge even the most experienced riders. Road cycling ranges from the low-impact Mill Creek Parkway providing miles of in town riding, to the three beautiful scenic byways and the scenic routes inside the National and State Parks

Four-wheelers and ATVs riders will find thousands of miles of four-wheel drive roads that will transport you into a world of wonder, surrounded by incredible beauty and geological magic as you traverse through the red rock canyons.

Raft, canoe, or kayak the mighty Colorado River, where again, you define the intensity of the adventure. From calm water rafting to the thrilling rapids of Cataract Canyon, half day, full day, or several days, you are sure to find the perfect river adventure.

Calm enough for young children, yet exciting enough for the most extreme adventure seeker, Moab has something for everyone. Great for a weekend get-a-way, spring break, or an extended family vacation, Moab is where your self-defined adventure begins.