

## MORE FUN

# DISCOVER MORE IN THE CAROLINA CORE

In the heart of North Carolina lies the Carolina Core, anchored by three mid-sized cities: Greensboro, High Point and Winston-Salem. The region offers a central location between Charlotte and the Research Triangle that's unparalleled from both lifestyle and business perspectives.

Whether you're new to the workforce, elevating your career or building a life, there are always more possibilities for you to explore in the Core.

## ENJOY MORE FUN IN THE CAROLINA CORE

Life should be full of fun moments – not long commutes, steep prices and unwanted hassles. In the Carolina Core, you can spend your time enjoying sports, arts, entertainment and our diverse food culture among other perks. What's on your weekend checklist? You can do it all in the Carolina Core.



- ✓ Tackle the rapids of Dan River and Haw River
- ✓ Visit family-friendly science centers, zoos and museums
- ✓ Tailgate and catch a college game
- ✓ Tour 45+ art galleries
- ✓ Sample award-winning bites
- ✓ Catch a Broadway Show at Tanger Center or live music in a downtown bar



Greensboro Science Center

### More Flavor

Savor the culinary delights of the Carolina Core, where new restaurants are constantly emerging, offering everything from Asian bistros to authentic Southern BBQ. Be sure to arrive hungry so you can fully indulge in some of North Carolina's finest dining experiences.

### CORE FACTS



#### *PINEHURST NO. 2*

First US Open Anchor Site and home to more single golf championships than any other course in America



#### *WORLD'S LARGEST HABITAT ZOO*

Is the North Carolina Zoo located in Asheboro, NC



#### *30+ BARS & BREWERIES*

In downtown Winston-Salem



#### *#18 RANKED RESTAURANT*

In America, according to Yelp, is the Machete located in Greensboro, NC.



#### *FAMOUS LEXINGTON BBQ*

1 BBQ restaurant per 1,000 residents (in Lexington)

## More Reason to Celebrate

Experience some of North Carolina's best nightlife in the Carolina Core. From lively events to captivating live music, the region offers an ideal atmosphere for celebrations with friends and family. You can celebrate with even more people at renowned festivals such as the North Carolina Folk Festival, the John Coltrane Blues Festival or MerleFest—all hosted within the Carolina Core.



The Winston-Salem, NC artist performance shelter from the ARTivity Park project



Pilot Mountain

## More Beauty

Whether it's natural scenery or local artistic creations, the Carolina Core's beauty is approachable from many angles. Stroll through Winston-Salem's Downtown Arts District to discover murals, sculptures, art museums and craft shops.

**45+** Art galleries

**750** Miles of cultural heritage trails

**3,000** Seats at the Steven Tanger Center

**200+** Trailheads across the region

## More Great Outdoors

The Carolina Core's year-round outdoor activities range from a brief hike to a short day trip and more extensive camping excursions. With access to trails, mountain biking, lake experiences, beaches and mountains, there really is something for everyone.

**500+** Miles of trails to enjoy

**100+** Lakes in the Carolina Core

**7** State Parks

**1** National Park

**1** National Forest



## EXPLORE MORE FUN IN THE CORE

The energy is electric in the Carolina Core – a region filled with sports, art, entertainment and a diverse food culture.

