



# TRIANGLE CAMPUS GUIDE

For College-Bound Visitors Touring Raleigh, Durham & Chapel Hill

## Triangle Campus Guide Website Launched

*Collaborative initiative between area CVBs aimed assisting visitors with planning campus visits at Triangle area institutions of higher learning*

**Chapel Hill, NC (July 13, 2017)** – Every year tens of thousands of prospective students and their families travel to destinations in North Carolina’s Research Triangle Region to tour the more than 20 institutions of higher learning within the region. Now they will have a new online resource for comparing schools and planning campus visits. [The Triangle Campus Guide](#), a joint-venture between the Chapel Hill/Orange County Visitors Bureau, Greater Raleigh Convention and Visitors Bureau and Durham Convention and Visitors Bureau is now live.

The website offers information on institutions of higher learning in Orange, Wake and Durham Counties including a campus comparison tool and resources including trip planning tools from each CVB to assist families and prospective students in planning their visit to The Triangle.

“We have some of the finest institutions of higher learning in the country right here in The Triangle,” said Laurie Paolicelli, Executive Director of the Chapel Hill/Orange County Visitors Bureau. “We know many come here to look at more than one institution at a time and thus our goal with this project is to provide a resource that allows them to compare schools at a high-level and get resources for planning a trip through The Triangle and setting up campus visits while here.”

The Triangle region is home to three notable doctoral universities: Duke University in Durham, University of North Carolina at Chapel Hill (UNC), and North Carolina State University in Raleigh, separated by no more than 25 miles. In addition to the ‘Big 3’, the Triangle is home to more than fifteen other amazing universities and institutions of higher learning including HBCUs, schools of theology, technical colleges and vocational schools, earning this area the reputation as North Carolina’s Education Mecca.

“Even though families visit to help their children find the right school, there is a lot more going on in Raleigh, Durham and Chapel Hill,” said Dennis Edwards, President and CEO of the Greater Raleigh CVB. “We know our vibrant and diverse region – including but certainly not limited to food, music, art and sports scenes – is unmatched anywhere providing us a fantastic quality of life here and often this factors into the decision making process. So we want to encourage students and families alike to make this a real visit and get off-campus while in town to get a real sense of what each community offers.”

-more-

“Each of our destinations has its own distinct culture and vibe, so the more we can encourage visitors to explore all three, the greater their experience and better likelihood they will find an institution that’s the perfect fit for them here in The Triangle,” said Shelly Green, President and CEO of the Durham CVB. “We’ve enjoyed success working together over the years on regional marketing initiatives promoting The Triangle as a whole, including [Arts in the Triangle](#) and [Triangle Grown](#). This latest initiative shows the power of collaboration and we feel visitors will find it both useful and inspirational at the same time.”

Live online now, the [Triangle Campus Guide](#) will serve as a resource for those looking to plan visits to institutions of higher learning throughout The Triangle. The site will update and evolve as needed to remain a trusted resource.

###



**Media Contacts:**

**Scott Peacock, Greater Raleigh Convention and Visitors Bureau**  
Director of Public Relations  
(919) 645-2676  
[speacock@visitraleigh.com](mailto:speacock@visitraleigh.com)

**Patty Griffin, Chapel Hill/Orange County Visitors Bureau**  
Communications Director  
(919) 245-4321  
[pgriffin@visitchapelhill.org](mailto:pgriffin@visitchapelhill.org)

**Margaret Pentrack, Durham Convention and Visitors Bureau**  
Senior Manager, Public Relations  
(919) 680-8326  
[mapentrack@durham-cvb.com](mailto:mapentrack@durham-cvb.com)