

PRESS EMBARGO UNTIL 12PM, FRIDAY, NOVEMBER 3, 2023

Blue Ridge Outdoors Magazine

Charlottesville, VA

And the Winners Are...

Who Triumphed in *Blue Ridge Outdoors*' 2023 Top Adventure Towns Contest?

Over 24,000 votes poured in to *Blue Ridge Outdoors* magazine's thirteenth annual Top Adventure Towns contest, presented by LOWA. From 100 adventure hubs across the Southeast and Mid-Atlantic, readers narrowed down nominees in four different categories: tiny town (population less than 3,000), small town (population 3,001-16,000), mid-sized town (population 16,001-75,000), and large town (population 75,001+).

This year, readers selected **Blowing Rock, N.C.** (tiny town), **Bedford, Va.** (small town), **Boone, N.C.** (mid-sized town), and **Roanoke, Va.** (large town), as their favorites. All four will be featured in *Blue Ridge Outdoors*' adventure towns coverage in the magazine's November issue, hitting stands now.

All 100 towns in the contest received tremendous support from readers across the region. The field was stacked with well-known outdoor hubs, from tiny towns to major metropolises, featuring a mix of mountain biking meccas, whitewater oases, climbing paradises, and hiking nirvanas. The runners-up in each category in 2023 were Damascus, Va., and Floyd, Va. (tiny town), Abingdon, Va., and Lexington, Va. (small town), Charlottesville, Va., and Bristol, Tenn. (mid-sized town), and Asheville, N.C., and Lynchburg, Va. (large town).

"As we navigate a post-pandemic world, we are thrilled by the enduring fascination with the outdoors and our readers' rekindled passion for adventure," says Leah Woody, Publisher of *Blue Ridge Outdoors*. "Join us in celebrating this renewal of spirit through the Top Adventure Towns contest, where we shine a spotlight on the rich variety of outdoor destinations across the Mid-Atlantic and Southeast. Together, let's inspire travelers from all walks of life to experience the incredible beauty of our region and the vibrant communities that call it home."

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