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## NEWS RELEASE



### THE NEW YORK TIMES PROFILES 36 HOURS IN CHAPEL HILL/CARRBORO

**CHAPEL HILL, N.C. (May 29, 2015)** – The May 27 Weekend Guide of The New York Times profiles “36 Hours” in Chapel Hill/Carrboro online and highlights many visitor amenities in the feature story that also includes a six-minute video segment. The story by writer Ingrid K. Williams appears in the Travel Section of the Sunday, May 31 newspaper.

[http://www.nytimes.com/2015/05/31/travel/what-to-do-in-36-hours-in-chapel-hill-carrboro.html?\\_r=0](http://www.nytimes.com/2015/05/31/travel/what-to-do-in-36-hours-in-chapel-hill-carrboro.html?_r=0)

“We couldn’t be happier with the newspaper’s decision to feature Chapel Hill/Carrboro in this exciting 36 hours travel promotion,” said Laurie Paolicelli, Executive Director of the Chapel Hill/Orange County Visitors Bureau. “Their creativity, content and coverage capture the beauty, edge and unique vibe of our town. From sports to art, restaurants and bars, The New York Times nailed it. The response has been overwhelmingly positive and we are grateful to share Chapel Hill/Carrboro with millions of their viewers and readers.”

“36 Hours” is a News Program that has been offering up dream weekends with practical itineraries in its popular weekly “36 Hours” column since 2002. The many expert contributors, experienced travelers, and accomplished writers have brought careful research, insider’s knowledge, and a sense of fun to hundreds of cities and destinations, always with an eye to getting the most out of a short trip. In recent years Durham and Raleigh were both covered in the “36 Hours” column and video.

According to the story, “Outsiders tend to lump Chapel Hill with nearby Durham, but the more sensible pairing is with Carrboro, the adjacent town that was once a mere offshoot known as West End. Even today the transition from Chapel Hill, anchored by North Carolina’s flagship public university, into downtown Carrboro is virtually seamless. And although the charming college town is more buttoned-up than its free-spirited neighbor, both towns share a love of live music, a range of new drinking spots, and sophisticated dining options that belie the area’s youthful atmosphere. Together, this intertwined pair is growing up right.”

Williams received the assignment from the newspaper in late 2014 and visited Chapel Hill and Carrboro to report for the piece this past February. She suggests that readers start their 36-hour experience at Fridays on the Front Porch at The Carolina Inn and then enjoy back room bites from Lantern and game night fun at the Baxter Bar & Arcade and Beer Study.

Saturday highlights are spending the morning at the Carrboro Farmers’ Market and the Carolina Basketball Museum, followed by lunch choices among Allen & Son or Al’s Burger Shack and

afternoon shopping and browsing at Vespertine, Vinyl Perk and the Ackland Art Museum. The dinner recommendation is One Restaurant and evening cocktails at Crunkleton, Bowbarr and Peccadillo.

Sunday breakfast recommendations are Neal's Deli and Open Eye Café, followed by nature strolls at North Carolina Botanical Garden and Piedmont Nature Trails and drinking a seasonal selection at Steel String Brewery.

The Carolina Inn, Franklin Hotel and Hampton Inn & Suites Chapel Hill/Carrboro are the suggested accommodations.

The New York Times Producer/Video Journalist team of Fritzie Andrade, Max Cantor, Chris Carmichael, Will Lloyd and Sarah Brady Voll shot and produced the 6-minute video which accompanies the article.

Over the years, The Chapel Hill/Orange County Visitors Bureau, together with the State of North Carolina Travel Division, travels to New York annually to pitch media on producing and writing travel stories on North Carolina destinations.

As the official destination marketing organization of Chapel Hill and Orange County, the mission of the Chapel Hill/Orange County Visitors Bureau is to develop and coordinate visitor services in Orange County and to implement marketing programs that will enhance the economic activity and quality of life in the community. [www.VisitChapelHill.org](http://www.VisitChapelHill.org).

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