

For Immediate Release

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Asheville wins platinum in *Blue Ridge Country* poll

ROANOKE, Va., June 3, 2013—Asheville, N.C. has won the platinum award for best big city in *Blue Ridge Country*'s 2013 Best of the Mountains poll.

Readers also awarded Asheville platinum for best arts town, best fall getaway, best shopping and best revitalized downtown. Asheville was also chosen as the gold winner for best couple's getaway and best antique/consignment shopping town or area.

"Our readers voted in record numbers this year," said *Blue Ridge Country* Editor-in-Chief Kurt Rheinheimer. "We conduct Best of the Mountains voting only every five years, and we're so pleased that our knowledgeable, mountain-loving readership turned up a few real surprises to go along with recognizing many of the classic sites and sights of the region."

This year the Best of the Mountains poll features a variety of reader selections, ranging from best waterfall to best southern cooking. Readers submitted their votes online over two months. Ballots produced almost 250 platinum, gold and silver awards for cities, attractions, people and activities in the Blue Ridge Mountain region.

The 2013 Best of the Mountains award winners can be found in the July/August 25th Anniversary Edition of *Blue Ridge Country*. The magazine is available on newsstands throughout the region as well as in a new Inaugural Digital Edition at blueridgecountry.com/bestof.

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About *Blue Ridge Country*

Blue Ridge Country is an award-winning bimonthly regional magazine with a readership of 325,000. The magazine covers the mountain regions of nine southern states and explores history, food, festivals, travel, the outdoors and the environment. *Blue Ridge Country* is produced by LeisureMedia360 (formerly Leisure Publishing) in Roanoke, Va. LeisureMedia360 is the official publisher of the Virginia Tourism Corporation, the Virginia is for Lovers Travel Guide and several other publications.

About the 2013 Best of the Mountains poll

The 2013 Best of the Mountains poll features platinum awards as the highest honor, followed by gold and silver for many categories. *Blue Ridge Country* readers voted online for two months and are the source for all poll results. The results identify winners in Virginia, North Carolina, Tennessee, West Virginia, Georgia, South Carolina and Alabama.