

Contact: Jill Stockton, 775.827.7654, jstockton@rscva.com
Kevin Knutson, 775.321.8302, knutson@cityofreno.com

Reno Named Among the Top 25 Best Places to Live *Men's Journal Magazine Applauds Reno's Downtown and Outdoors*

Reno, Nev., (April 2, 2010) - - Reno's AAA Aces ballpark, Riverwalk District, Artown, and the city's proximity to abundant outdoor recreation helped catapult Reno as one of the top 25 cities for "Best Places to Live 2010" according to the April issue of Men's Journal magazine. A pdf of the "Best Places to Live 2010" article is available at http://ftpcontent.worldnow.com/wdrb/news/BEST_PLACES.pdf with Reno listed on page 4.

The top 25 cities were included in various categories and determined by three variables including median home price, cost of living compared to the rest of the United States and number of sunny days per year. Reno is featured as tops for "Ski and Climb Without the Crowds" listing Reno's median home price as \$274,670, its cost of living as 13 percent higher than the rest of the nation, and boasting 252 sunny days per year.

Greater Reno Tahoe tourism, city and economic development officials applaud the national recognition Greater Reno Tahoe receives from notable media outlets such as Men's Journal.

"We're happy that Reno has been named one of the best places to live," said Reno Mayor Bob Cashell. "It's something that we all believe—there's so many reasons to love this place—but this national recognition helps tell the story about why Reno is a great place to live, work and raise a family. It gets the word out about what makes our city so special, including our downtown baseball park, year-round Artown events, healthy outdoor lifestyle, and the big changes we've made to the downtown."

The ranking further supports local tourism efforts to promote Reno Tahoe USA's unique and authentic attractions and amenities that visitors' are looking for in a travel destination.

"Reno making a top places to live list helps increase awareness nationwide that Reno Tahoe is a happening place where locals and visitors alike can enjoy all this area offers, from downtown fun to high altitude adventure." said Ellen Oppenheim, Reno Sparks Convention and Visitors Authority (RSCVA) President and CEO. "The recent investment in area hotel-casino properties, spas and restaurants are additional outstanding amenities locals and visitors can take advantage of."

"Quality of life is a deciding factor for companies considering relocating to Greater Reno-Tahoe," said Chuck Alvey, president/CEO of the Economic Development Authority of Western Nevada (EDAWN). "Economic development and tourism work in tandem since CEOs are looking for what a region has to offer its employees as well as the overall business climate."

The April issue of Men's Journal featuring the "Best Places to Live 2010" is on newsstands now or visit www.mensjournal.com.

Men's Journal has previously ranked Reno's historic Old Southwest as one of 'The Best Neighborhoods in America' in their June 2009 issue.

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