

MEDIA RELEASE



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PRESS RELEASE

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Franklin, Tennessee Named One of America's Dozen Distinctive Destinations by National Trust for Historic Preservation

Franklin, TN (January 13, 2009) – Franklin, Tennessee was named today as a 2009 Dozen Distinctive Destination by the National Trust for Historic Preservation. The prestigious title of Distinctive Destination is presented to cities and towns across the country that offer an authentic visitor experience by combining dynamic downtowns, cultural diversity, attractive architecture, cultural landscapes and a strong commitment to historic preservation and revitalization, according to the National Trust. In each community, residents have taken forceful action to protect their town's character and sense of place.

Richard Moe, President of the National Trust for Historic Preservation had this to say, "Franklin has fostered a strong preservation ethic that has helped retain its distinct sense of place and protect the region's architecture, village communities and traditional farmsteads. Its rural atmosphere and southern charm make it a vacation destination not to be missed."

Downtown Franklin, a 15-block historic district on the National Register of Historic Places, offers an eclectic mix of more than 70 trendy boutiques, antiques shops and restaurants. With a history that dates back more than 200 years, it offers a Great American Main Street experience with commemorative brick sidewalks, Victorian architecture and beautifully restored historic buildings. Franklin also boasts an impressive lineup of family-friendly festivals that take place throughout the year.

Franklin is well known as the site of the Civil War's Battle of Franklin. Visitors experience the stories and sights of the Civil War by touring the Carter House, Lotz House and Carnton Plantation, which includes the largest privately owned Confederate cemetery in the nation. Guided walking tours provided by local tour company, Franklin on Foot, share fascinating stories of Franklin's past. Tennessee's NEW Civil War Trail markers were introduced in late 2008 with 14 interpretive signs in Franklin and Williamson County. Just down the road from Franklin is the historic village of Leiper's Fork. Protected by conservation easements, this charming rural community offers country cooking, unique shops and examples of the late 19th century architecture that was once characteristic of villages throughout the county. Other

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signature attractions include Arrington Vineyards, and the Natchez Trace Parkway, a National Scenic Byway that invites hiking, biking, horseback riding and camping.

Recently named to Southern Living's 2008 Readers' Choice Awards for "Best Small Towns" and referred to as "100 Years" and a few miles south of Nashville, Franklin offers a blend of small-town charm and big-city sophistication. Franklin's bold history, unique retail and a vibrant epicurean scene are just a small part of what makes it a great destination.

"Franklin is a place that engages the mind and warms the heart. Our people value our strong sense of place and love to share it," said Mark Shore, Executive Director of the Williamson County Convention & Visitors Bureau. "It's an honor for Franklin to make this distinguished list of 12. Those who have visited will understand why Franklin was chosen, those who have yet to stop in should consider this their invitation."

The 2009 list of America's Dozen Distinctive destinations includes Athens, GA; Bristol, RI; Buffalo, NY; Fort Worth, TX; Franklin, TN; Hot Springs, SD; Lake Geneva, WI; Lititz, PA; Santa Barbara, CA; Sante Fe, NM; Saugatuck-Douglas, MI; Virginia City, NV. Franklin is only the third city in Tennessee to have ever received the Dozen Distinctive designation along with Jonesborough in 2005 and Pittman Center in 2000.

The Williamson County Convention & Visitors Bureau (WCCVB) is the official destination marketing organization for Franklin and Williamson County, Tennessee, located "100 Years" and a few miles south of Nashville. The WCCVB promotes and markets the Williamson County area, Franklin and its historic assets including the "Great American Main Street" experience to visitors across the state, the U.S. and worldwide. The WCCVB can be reached by phone 615.791.7554, fax 615.550.2707, toll free 866.253.9207, online www.VisitWilliamson.com or by mail 108 4th Avenue South, Suite 203, Franklin, TN, 37064.

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