

# news release



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## **For Immediate Release**

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### **New North City Named Among Top 150 Affordable Places to Live Appleton, a Family-Friendly City, is a Great Place to Live, Work, and Raise a Family**

**APPLETON, July 13, 2006** – Appleton has been named one of the top 150 affordable places to live in the country this week by Forbes Magazine. ([http://www.forbes.com/2005/10/25/cheap-places-to-live\\_05life2\\_land.html](http://www.forbes.com/2005/10/25/cheap-places-to-live_05life2_land.html)) The ranking shows why Appleton and the entire New North region is such an attractive place for businesses and families, said Jerry Murphy, executive director of New North, Inc.

“Appleton’s ranking only reinforces what we already know: that the New North is a great place to live, work, and raise a family,” Murphy said. “The people of Appleton and the entire New North region already know that we enjoy a great quality of life and a reasonable cost of living, and we are glad to receive this national recognition.”

The list broke communities down into six different categories, and Appleton was listed among the “Porch-Swing Communities” – or the best family-friendly communities. Criteria that were weighted in the rankings were home prices, quality schools, family activities, unemployment, stress levels, and crime.

Last year, Appleton was also among the Top 10 most secure cities in the United States.

New North, Inc. is a regional collaboration effort focused on promoting regional cooperation and economic development in an 18-county region in Northeast Wisconsin. The 18 counties included in the New North are Outagamie, Winnebago, Calumet, Waupaca, Brown, Shawano, Oconto, Marinette, Door, Kewaunee, Sheboygan, Manitowoc, Fond du Lac, Green Lake, Marquette, Florence, Menominee, and Waushara.

To find out more information about New North, Inc., please visit our website at [www.thenewnorth.com](http://www.thenewnorth.com).