

For Immediate Release

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Appleton among Top 25 Best Affordable Suburbs Green Bay, Sheboygan also among Midwest's Best

APPLETON, May 17, 2007– Appleton was singled out as one of the 25 Best Affordable Suburbs in the Midwest by *BusinessWeek* on Wednesday, which praised the city for its low crime, cleanliness, great schools, and affordable home prices.

Wisconsin placed six suburbs on the list, more than any other Midwestern state. Of those six, three were New North communities – Appleton, Green Bay, and Sheboygan.

“Appleton is one of the great, undiscovered gems, not just in the Midwest, but in the entire country,” said Appleton Mayor Timothy Hanna. “It should come as no surprise that Appleton was singled out for praise to anyone who has lived in or visited the city.”

Besides having low crime rates and wonderful schools, Appleton had the lowest median home price of any suburb in the Midwest that was surveyed - just under \$120,000 – in addition to plenty of entertainment options for the entire family. The city's affordable living and great atmosphere have attracted residents from all over the world.

“The New North has dozens of communities that are a perfect fit for any family or business,” said Jerry Murphy, Executive Director of the New North, Inc. “The New North, Inc. will continue to get the word out, and highlight what makes these communities such a great place to live, raise a family, and do business.”

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.

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