

media advisory



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For Immediate Release

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“National Geographic Adventure” Names Fond du Lac One of Nation’s Top Waterfront Towns

New North City Named Among Top 50 Best Places to Live and Play

FOND DU LAC, August 20, 2007 – Fond du Lac was named one of the nation’s “Top Waterfront Towns” in the September issue of *National Geographic Adventure*, part of the magazine’s list of the “50 Best Places to Live and Play” in the country.

“Fond du Lac is not only one of the great gems of Wisconsin, but of the country as well,” said Jerry Murphy, Executive Director of the New North, Inc. “With an abundance of recreational activities, great schools, and a friendly atmosphere, it’s no surprise that the city was named one of the best places to live and play.”

Fond du Lac, which is located on the southern tip of Lake Winnebago, was praised by *National Geographic Adventure* for its beautiful lakefront and miles of hiking and running trails.

Recently, the city also garnered national recognition for the safety of its community, and was named the “Safest Metropolitan Area” in the country by the Morgan Quinto Press in 2007.

“Fond du Lac’s virtues are representative of the New North as a whole,” Murphy said. “As our region continues to receive praise from throughout the country, more and more people are discovering why the New North is one of the best places anywhere to live, work, and raise a family.”

To see *National Geographic Magazine’s* entire rankings, please visit:
<http://www.nationalgeographic.com/adventure>.

To see the rankings by the Morgan Quinto Press, please visit:
<http://www.morganquitno.com/safecity.htm>.

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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