

# Magazine touts Greenville as cool, affordable

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The things that outsiders see, that assert Greenville's gravitational pull, are sometimes small. The trolleys, the bikes and the office space with writable walls merited mention in the new issue of Men's Journal magazine, which ranked Greenville among 18 mostly small towns ideal for outdoorsy, affordable, sustain-

able places to live. The area has been lauded with increasing frequency, but this one targets a particularly active, adventurous audience with which the city wants to be associated, said Russell Stall, executive director of Greenville Forward.

Among the Greenville cohorts in the magazine's April issue are Durango, Colo. (where there's a "taste for fleece"), Fargo, N.D. ("nascent hipness"), and Frisco,

Texas ("healthy paradise for jocks") that mostly look small but offer things like conservation, sunny days and stuff to do.

In a brief feature, the magazine also heralds the big in town, noting BMW and Michelin nearby and a walkable downtown with a throwback baseball field. Upstate Forever, the environmental group, and downtown's NEXT Innovation Center, where entrepreneurs can scribble ideas on the

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walls, were also cited as telling details.

In a Wednesday e-mail, the Greenville Convention and Visitors Bureau detailed how its

press agency, TK PR, had contacted the magazine writer to push for Greenville's inclusion in the feature with statistics and reasons.

Ultimately, Stall said all the cities on the list bear an intimate and outdoorsy feel, making Greenville's inclusion key and underscoring the city's brand as "green" — the greenest of all 48 Greenvilles in the country.

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