



CABARRUS COUNTY / NC

MEDIA KIT

GO BEYOND THE CHECKERED FLAG.

Whether you're a travel writer, editor, photographer, blogger or producer, this media kit was designed to help you get under the hood and identify what will drive your story about Cabarrus County, NC.

Concord | Harrisburg | Kannapolis | Midland | Mount Pleasant



HEY, GREAT TO SEE YOU!

I'm so glad you're checking out our media kit for more on Cabarrus County, NC, especially if we haven't had a chance to connect yet.

Thanks for taking the time to explore North Carolina! Now that you've been inspired by our state's rich history, breath taking scenery and charming personalities, what's next?

Talk soon!

-Julie



START HERE.

In this media kit you'll find the standard press releases, media alerts, facts and figures. But while our intentions are to provide answers, we also want to evoke additional questions and curiosity.

Take a look! When you're ready to dive deeper into the pictures, personalities and tales you discover inside, let's talk!

We appreciate your interest in our area and look forward to helping you craft your story about Cabarrus County.



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WE'VE GOT YOUR NUMBER.

Founded: 1792

Area: 365 sq mi

Elevation: 704 feet

Population

Cabarrus County: 192,103

City of Concord: 85,560

City of Kannapolis: 45,245

Town of Harrisburg: 14,132

Town of Midland: 3,214

Town of Mt. Pleasant: 1,740



Heartland

Encompassing the central part of the state, the Piedmont is made up of gently rolling foothills. Although the area enjoys four distinct seasons, temperatures are mild the year-around.

Climate

Annual average rainfall: 49"

Annual average temperature: 71°

January average temperature: Hi 50° Low 28°

June average temperature: Hi 88° Low 67°

Travel & Tourism Economy

In 2014, tourism generated \$400.3 million in visitor spending in Cabarrus County, ranking us 12th in travel impact among North Carolina's 100 counties. More than 4,190 jobs were directly attributed to travel and tourism, and state and local tax revenues amounted to \$28.95 million representing a \$447 tax savings per household for Cabarrus County residents.



GETTING HERE

Planes

Concord Regional Airport (USA) is one of the busiest airports in the Carolinas with over 65,000 annual operations and 180 based aircraft. Many operations are related to the motorsports industry as most NASCAR related teams are located in the region, several with facilities adjacent to or near the Concord Regional Airport.

Today, Concord Regional offers Allegiant Air's nonstop service from Concord to Orlando-Sanford International (SFB), St. Pete-Clearwater International (PIE) and Ft. Lauderdale Hollywood International Airport (FLL).

Charlotte Douglas International Airport (CLT) is the 2nd largest airport on the East Coast and 6th busiest airport in the world offering more than 140 nonstop destinations around the globe. Overseeing more than 700 departures and landings each day, CLT is served by 7 domestic carriers and 3 foreign flag carriers and is US Airways' largest hub.

Trains

Located in the heart of downtown Kannapolis, NC, Amtrak is the nation's intercity passenger rail operator and conveniently connects you to Cabarrus County. With 21,000 route miles in 46 states, the District of Columbia and three Canadian provinces, Amtrak operates more than 300 trains each day at speeds up to 150 mph to more than 500 destinations.

Automobiles

Cabarrus County runs along the Interstate 85 corridor at Exit 49 providing easy access to area hotels, attractions, accommodations and restaurants. Cabarrus County is located just northeast of Charlotte, NC with Interstate 77 just 15 miles east and Interstate 40 just a 30 minute drive north.



STORIES? YOU'RE STANDING ON A GOLD MINE.

PIONEER MUSIC MAN

In 1945, Eddie Ray began a 60 year career in the music industry, advancing from stock boy to record industry executive. At 89 years old, Mr. Ray is now a living legend who preserves our state's musical heritage and legacies of artists like John Coltrane, Charlie Daniels, Roberta Flack and more at The North Carolina Music Hall of Fame.



ANGLES OF THE OVAL

You may know Charlotte Motor Speedway as the legendary 1.5 mile super speedway where drivers have taken home millions from the NASCAR Sprint All-Star Race, where the Chase for the Sprint Cup heats up under the lights at the Bank of America 500 and where only true fans remain in the grandstands after 400 laps of NASCAR's longest race, the Coca-Cola 600. But with some of the most dedicated and colorful fans in all of sports and new announcements coming almost every week between now and race time, no matter the niche, story ideas are limitless at Charlotte Motor Speedway.



STORIES? (continued)

ONLY IN CABARRUS

Known as the "Bellagio of Drag Strips," **zMAX Dragway** is the **only all-concrete four-lane drag strip in the world**. Each April at the NHRA 4-Wide Nationals, the greatest spectacle in drag racing brings stories of success for drivers, memories for fans, advancements on the track and much more.

The **first documented discovery of gold in the continental US** happened in Cabarrus County in 1799 Today, **Reed Gold Mine** is the only underground mine in North Carolina open to the public. Visitors can follow Conrad Reed's journey through mine tunnels and even pan for gold!

Kannapolis is NASCAR Hall of Famer **Dale Earnhardt's hometown** and cornerstone of the Dale Trail, a 20-stop self-guided tour featuring points of interest from Dale's life. The Dale Earnhardt Tribute Plaza is one of the most significant stops featuring a bronze statue of Dale as his friends and family remember him.

Concord means harmony. Performed by Grammy-nominated folk rock band **The Avett Brothers** or Seth and Scott's father, Jim and sister, Bonnie during a show inside the historic Davis Theatre— nothing compares to an Avett tune.



MOONSHINE MEMORIES

The roots of NASCAR racing go back to the Prohibition Era when "Moonshine Runners" delivered illegal whiskey with sapped up cars and reputations for outsmarting and outdriving the law. Today, Cabarrus County is home to an **unequaled concentration of motorsports attractions**. From racing legend Dale Earnhardt's hometown to where each of Jimmie Johnson's six Sprint Cup Championships were built, much of the sports storied history began and continues to grow within our county lines.

The taste of stock car history lives on with **Sun Dog 130 Uncut North Carolina Moonshine**. In early 2015, the distillers at Southern Grace began crafting small batch spirit in Historic Downtown Concord.



WANT TO EXPERIENCE CABARRUS COUNTY? WE DON'T BLAME YOU.

Walk in the footsteps of racing legend Dale Earnhardt in his hometown of Kannapolis.

Renew a bond by riding side-by-side in a dragster.

Be dusted with Carolina red clay after watching the future of racing pour their hearts into putting on an unbelievable show.



SEE, IT DOESN'T MATTER HOW YOU GET HERE. IT'S HOW YOU LEAVE.

Our goal is for you to leave with an experience you'll share not only with your audience as a journalist, but with family and friends as you make plans to return with them along for the ride.

The Cabarrus County CVB assists qualified travel media in pursuit of feature stories and editorial coverage of our area. Depending on the nature of the assignment, we may provide assistance with accommodations, suggested itineraries, passes to attractions, media host escorts and more. For more information or to check availability for currently scheduled media tours, please contact Julie Hinson at Julie@VisitCabarrus.com or 704-456-7967.

Please note that all arrangements are provided at the discretion of the Cabarrus County CVB and are subject to the availability and interest of each facility. Black-out periods may occur. Please allow 2-4 weeks advance notice for media hosting and itinerary assistance.



ACCELERATE YOUR STORY AND FLOOR YOUR AUDIENCE.

You're invited to attend these landmark events, get to know the people mentioned and experience the energy in Cabarrus County.

In the meantime, access the most up-to-date information by visiting our website's Press Room at www.CabCoCVB.com.

CONNECT WITH US



#WhereRacingLives

@SpeedCityUSA



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I look forward to welcoming you to...

