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**ST GEORGE UTAH SELECTED AS BABY BOOMER MECCA**

**St. George, Utah - December 22, 2008** - St. George has recently been named as one of the 2009 "Top Places to Thrive" for Baby Boomers. The selection by the website BabyBoomerTowns.com is based on research from the Wall Street Journal, Money Magazine, New York Times, and other sources. St. George is one of just 21 communities in the United States to be selected. "This honor along with the recent Trip Advisor selection of St. George as the "Top Emerging Hotspot in the U.S.", gives additional credibility to St. George as a premier destination," says Roxie Sherwin, Tourism Director for the St. George Area Convention and Visitor Bureau.

Baby Boomers represent the largest segment of the U.S. population and are comprised of people born between 1946 and 1964. Many of these people have left or will soon be leaving the workforce, and each may consider a new location for their retirement or a second home.

St. George was selected as a top-spot for Baby Boomers because of its strong base in the following areas; airport, higher education, hospitals, social opportunities, cultural activities, variety of housing costs and good weather. St. George is in the midst of constructing a new regional airport to be completed in December 2010 and presently there are five daily inbound and outbound flights between St. George and Salt Lake City, along with daily flights between St. George and Los Angeles (LAX). Dixie State College is a four-year institution with quickly expanding opportunities for graduate degrees, and St. George city has two excellent hospital campuses with some of the top health care offerings in the region.

Cultural offerings in St. George are diverse, with a symphony, regional choir, concerts and Broadway style theater at the Tuacahn Center for the Performing Arts, along with some fine museums and art galleries. Housing in the region appears to be diverse and plentiful, including high-end resort style communities such as Entrada, which was recently the centerpiece of the Disney movie "High School Musical II". The elevation of St. George is 2,800 feet and its location in the southwest corner of Utah places it in a high-desert environment, creating mild winter temperatures and a good environment for year-round golf, hiking, mountain biking, tennis, and other outdoor activities.

"This kind of attention will go a long way toward continuing the strong interest in St. George and the Zion National Park area," adds Sherwin. The St. George Area CVB promotes tourism for Utah's Washington County including Zion National Park, Snow Canyon State Park and other destinations and attractions. For more information about St. George and the surrounding area you may visit [www.AtoZion.com](http://www.AtoZion.com) or [www.UtahStGeorge.com](http://www.UtahStGeorge.com).

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