



Media Kit

Contents



An Idea is Born

“We had a vision of what Moore Alive should be, but it’s changed a couple of times and evolved in the past year. It’s now a full-fledged, integrated program that has a lot of elements to it. I’m sure it will continue to evolve.”

Caleb Miles, CVB President

Last year, Moore County Partners in Progress (PIP), the 501(c)(3) economic development organization serving all of Moore County, North Carolina, spearheaded the Moore Alive marketing and talent recruitment initiative to promote the local assets, amenities and exceptional lifestyle in Moore County and its collective communities. Moore County, a rural micropolitan with a population of 90,000, is already known as the “Home of American Golf®” and as a popular retirement destination, but *“we want people to know that Moore County is a heck of a lot more than a great place to retire or play golf. There are tons of opportunities for people of all ages to succeed in Moore County.”*

“It’s really a place to live your life—to be alive.” Pat Corso, PIP Executive Director

Though started by Partners in Progress, the initiative expanded to include additional partners, the Pinehurst—Southern Pines—Aberdeen Area Convention & Visitors Bureau (CVB), the Pinehurst—Southern Pines Area Association of Realtors, and the Moore County Homebuilders Association—all of whom have a vested interest in telling Moore County’s compelling story.

The foundation of the Moore Alive campaign is the Moore Alive website, www.MooreAlive.com. The site targets and encourages individuals and families within a variety of demographic profiles, including young professionals, families, active and retired/separated military personnel, and retirees, to relocate to Moore County to live, work and play. The goal is to ensure that Moore County stays populated with talented and innovative people who will start businesses, enhance our workforce, and have a desire to see our communities grow and prosper. This initiative positions the County to capitalize on opportunities to grow its communities, and will help increase local economic prosperity, enhance the quality of life, and result in more community vibrancy.

www.MooreAlive.com is a clearinghouse of information about the County, including topics such as employment opportunities, business and industry, its towns, places to live, recreational and leisure activities, professional networking, and even the weather. And its focus on resident profiles allows people to see how they themselves might fall in love with living in Moore County.

“We’re incredibly excited what Moore Alive can mean for our rural county. Moore County is an interesting place that has a lot to offer a wide range of folks. You can have a lot of acreage, or live in a quaint downtown. We want people to emotionally connect with the idea of moving to and living in Moore County.” Caleb Miles, CVB President



The timing of the www.MooreAlive.com website will capitalize on the increased public interest and international media exposure taking place before and during the U.S. Men’s and U.S. Women’s Open Championships at Pinehurst No. 2 June 10-22, 2014.

“We may be the only rural county in North Carolina marketing and positioning itself with this kind of tool. When you look at the big picture of economic development and growth as it relates to rural North Carolina, it’s critical that we tell our story.”

Pat Corso, PIP Executive Director

Studies indicate that the #1 site location concern of new and expanding businesses is workforce, both in terms of quality and availability. From an economic development perspective, Moore Alive will encourage a steady influx of highly skilled workers. This, in turn, makes Moore County

more attractive and competitive as a suitable location for new and existing industrial and professional employers, especially those with specialized workforce needs. Moore Alive will also help us pursue targeted industry sectors as part of our economic development strategy.

We greatly appreciate the following sponsors of the Moore Alive initiative:

Research-Based: Overview of the Marketing Study

To maximize Moore Alive’s appeal and branding message, independent consultant Dr. Carol Kline of Raleigh, NC was contracted to conduct a marketing study targeting four (4) markets:

- 1. Traditional Retirees**
- 2. Returnees:** people who grew up here, left for college/work, and ultimately returned.
- 3. Relocatees:** Military (active personnel and recently-retired military who are still in the work force) and others who have relocated here (for work, to be near family, etc.).
- 4. Outsiders:** young professionals and families (not originally from area) who live outside of Moore County.

The purpose of the study was to understand the characteristics, motivations and benefits identified by the four (4) target markets as to: 1) why they chose to move to Moore County; 2) why they choose to remain in Moore County; and 3) as an outside resident, what is their perception / image of Moore County.

Study Results



Traditional Retirees are attracted to Moore County for the temperate climate, beauty, charm, golf, horse facilities, sailing, exceptional medical facilities, central location, family, cost of living, and slower pace of life.

Returnees came back to take advantage of employment opportunities, to be near their parents or other family members, to raise a family, and for the overall atmosphere (i.e., slower pace, climate, etc.).

Relocatees moved to the area primarily because of a job or business opportunity, or because of a military-related relocation. This group also cited the natural beauty and charm, and the golf as major enticements. Often the military respondents were looking for alternatives to living in a military community.

Outsider respondents repeatedly mentioned that aside from golf, Moore County is well-known for its excellent medical facilities.

Other notable findings and statements from respondents:

- ★ Residents are enthusiastic about the quality of life—“small town living with big city amenities.” Human capital is one of the greatest assets of the community including the diverse intellectual and cultural backgrounds of the residents.
- ★ The central location is a strength due to the county’s proximity to metropolitan areas, the beach and the mountains, and is the reason for the beautiful natural resources and pleasant climate.
- ★ The social and cultural assets of the community include the arts, restaurants, quality and quantity of golf, equestrian facilities, and the main street in Southern Pines.
- ★ “Quality of life” assets include safety, strong schools, medical facilities, locally-owned businesses and low property tax rates.
- ★ People from larger cities relocate to Moore County for the slower pace and better cost of living.
- ★ Residents really value the volunteer spirit of the community.
- ★ Many entrepreneurial resources are already in place in Moore County, either inherently or because of efforts by the county institutions.
- ★ Residents in general have a ‘can-do spirit’ and express optimism for a bright future for Moore County.
- ★ Respondents to the online survey were asked to choose from a list of words that they felt best described Moore County, its towns and residents. The most commonly associated words across all audiences:

- | | | |
|----------------|---------------------|--------------|
| ■ Artsy | ■ Family-oriented | ■ Quiet |
| ■ Charming | ■ Friendly | ■ Religious |
| ■ Clean | ■ Growing | ■ Retirement |
| ■ Conservative | ■ Historic | ■ Safe |
| ■ Educated | ■ Military-friendly | ■ Walkable |



Messages to convey on www.MooreAlive.com

Based on the results of this project, the following are key messages to promote about Moore County:

- We have entry-level jobs and job training opportunities.
- We have plenty of activities for young adults to do.
- We have things for teens and pre-teens to do (commercial and non-commercial).
- We have a local foods system comprised of Farm2Table, which is consumer based, and Farm2Chef, which is for institutional distribution.
- Continue the emphasis on climate, golf, horses.
- We aren't Raleigh/Durham/Cary and we're not trying to be; they're scrambling to save what we have.
- We are on the fringe and this fringe is cool, safe, and hip.
- We are using many forms of social media—we are hip.
- We ooze intellectual capital.
- We have informal and formal networking opportunities.
- We offer competitive cost of living: low taxes, quality services, affordable housing, and ample land for residential and business development.
- Our county embodies a strong volunteer spirit. It is community minded and future focused.
- We have a supportive entrepreneurial and business climate offering broadband, incentives, resource location assistance, and a buy-local culture supportive of local businesses.
- Moore County is ideal for location-neutral jobs because we have so many place-based amenities.
- We're a consistent, high performing micropolitan* area, ranking in the top 10% nationally in nine of the last 10 years.

*The U.S. Census Bureau defines micropolitan areas as communities with populations between 10,000 and 50,000 people within 100 miles of an urban center. There are 576 micropolitan areas nationwide.

“Moore County is one of those rare places where people live here because they want to and not because they have to. It makes a huge difference in the quality of life and the kind of people you get—it's a very dynamic community. We've got a retired NASA engineer building a two-man submarine in his garage! That's just normal here.

Based on the results of the marketing study, combined with the support and commitment of local partners, the Moore Alive website is active and has a clear message:

Telling the Story—Resident Profiles

Quite a few residents share the same story about how they chose to live in Moore County: They came here on vacation or to visit family and liked it so much that they decided to move here, some even bringing their businesses with them or starting a new business. Ask them what makes Moore County special, and you're likely to get a wide range of answers. We're the "Home of American Golf®", "Horse Country", a popular retirement location, a great place to raise a family, and so much more. Moore County's quality of life speaks for itself.

To see more resident profiles, visit the [Read Our Stories](#) section on www.MooreAlive.com.

Catherine "Cat" Dickey

In her early 30s, Cat is an information security specialist in the federal solutions division of a top U.S. technology company, and she works at the neighboring Fort Bragg Army installation. The friendliness of Moore County residents was something Cat immediately noticed. She's on a convivial first-name basis with the business people she interacts with, be it the owner of her favorite gourmet cheese shop or the mechanic who services her beloved Jetta. "That's part of the reason I love this place," she says. It's because she is a self-described military brat that the purchase of her Aberdeen home had special significance. "I really wanted to put down roots somewhere," she says of her decision to make the Moore County town her home.

David Woronoff

In the mid-1990s, David was well into a promising magazine career in Charlotte when an opportunity arose at The Pilot newspaper in Southern Pines. He grew up in Greenville, N.C., but it didn't take long for he and his wife to decide Moore County would make an ideal backdrop for their young family. "When folks say they live in a small town, a lot of times that has a negative connotation," David says. With its quaint charm and manageable pace, Moore County communities exemplify—even celebrate—their small-town ways. But its hospitableness to newcomers provides a constant renewal of ideas and energy. "Because people here are from everywhere, you have a cosmopolitan feel that keeps it vital, vibrant and stimulating," he says. "We may be a small town, but that doesn't mean we're small time."

Meet David Woronoff

MARCH 31, 2014

Just six years out of college, David Woronoff was well into a promising magazine career in Charlotte when an opportunity arose at The Pilot in Southern Pines. It was the mid-1990s and the storied newspaper was searching for new leadership. Woronoff was so unfamiliar with Moore County that he had to consult a map to be able to find his way there.

"I had been to Pinehurst for a couple of business meetings at the resort but hadn't really had a chance to take a look around," says Woronoff, who grew up in Greenville, N.C. But it didn't take long for the couple to decide the community would make an ideal backdrop for their young family.



Andrew Stilwell

Andrew, an event management professional in his mid-20s, was born in Pinehurst, went to Pinecrest High School in Southern Pines, graduated from the University of North Carolina in 2012, and moved back to Pinehurst to work for a small marketing, event management, business development and public relations firm in the Village of Pinehurst. He says moving back to Moore County after college graduation was a no-brainer. "There are a lot of great opportunities in this area—from the school system to Moore Regional Hospital. I have an appreciation for the "small town" feel of the area now that I didn't have growing up." "One of the biggest misconceptions of the area is that there are no young people here," says Andrew. "There are tons of young professionals in the area, and plenty to do, but if you need a dose of the city, you're close to anywhere you want to go."

Howard Rockett

Having lived in Moore County for over 20 years, Howard has commuted from his home in Pinehurst to his businesses in Raleigh and Cary, cities he refers to as "intense hotbeds of high tech, high stress". "There's a magnificent side effect of a completely peaceful 55-minute drive home: the inescapable stress that looms through the day still rides with me on my way home to Moore County; however, it only rides with me part of the way and by the time I arrive home it's all tucked away, the stress is gone," he says. "I've loved the energy, values and space of Moore County for over 20 years." He cites the lakes, sprawling golf courses, horse farms, long expanses of pine forests rooted in the sands of prehistoric oceans from eons past, and time to think as the treasures of this special place.

"There are a variety of existing websites that market different aspects of Moore County, but until Moore Alive, we didn't have a site devoted to fully conveying just how exceptional the lifestyle and amenities are in Moore County. As you can see from these testimonials, there is a lot about the area to like."

Caleb Miles, CVB President.

Our Location and Communities

The unsurpassed quality of life is the primary reason so many people want to make Moore County their home.

So what is it that you're looking for in your next hometown? Maybe a place where you're close to what you need, but you're not sitting on top of your neighbors? Or a place with a vibrant yet quaint downtown where you can walk to buy a book, grab a cup of coffee and find the perfect gift for your best friend's birthday? www.MooreAlive.com highlights our 11 **unique towns and villages**, one of which is sure to meet your needs, whatever your lifestyle preferences and business goals may be.

Moore County's **central location** in North Carolina is half-way between the mountains and the coast, and is just a one-hour's drive from metropolitan areas. Resources and amenities in the Research Triangle Park, Raleigh-Durham area, the Piedmont-Triad region, and Fayetteville are easily accessible, but in Moore County, people can still enjoy a more rural and less hectic way of life. Residents appreciate Moore County's mix of small town living and big city amenities—the best of both worlds.

Moore County is an excellent location for relocating **military families** who need or want to be near Fort Bragg (but don't want to live the military lifestyle!). Adjacent to the base's western boundary, it is just 35 minutes from the main post area. Families looking for a safe, family-friendly environment to call home can look to Moore County for a variety of living options, a wealth of family-oriented amenities, an excellent public school system, and exceptional healthcare services.

Moore County offers a rural, low-key lifestyle with a level of sophistication virtually unavailable anywhere else.

The **Town of Aberdeen** is a bustling commercial, industrial and railroad hub in southern Moore County. It has an active downtown and National Register Historic District, offering the allure of a small southern town. Its historic quaintness and commercial conveniences continue to draw more residents. [Visit the town's website >](#)

The **Town of Cameron** is a picturesque residential community retaining its turn-of-the-century appeal. Called the antiques capital of the Sandhills, Cameron has two antique festivals held annually that attract hundreds of antique dealers and thousands of antique lovers. [Cameron Antique Dealers Association >](#)

The **Town of Carthage** is the county seat and its central location makes it convenient to all areas of the county. It is home to the annual Buggy Festival held each May, commemorating the Town's buggy manufacturing heritage during the mid-1800s to 1920s. It is also home to the Carthage Historical Museum displaying 200 years of local history, and to various historic sites including the 1760 McClendon Cabin, Moore County's oldest structure still standing in its original location.

[Visit the town's website >](#)

A relaxing, idyllic location, **Foxfire Village** is a golfing resort and retirement community around the *Foxfire Golf Club and Resort* with its two 18-hole championship golf courses. [Visit the town's website >](#)

The **Town of Pinebluff**, located about 3 miles south of Pinehurst along U.S. Highway 1, is the county's southernmost town. It was originally developed in the late 1800s to be a "healthful" winter resort for Northerners. Today it is a tranquil, primarily residential area.

[Visit the town's website >](#)



The **Village of Pinehurst** is a scenic resort community and the largest municipality in Moore County. It may be best known as home to the world-renowned No. 2 golf course, host of the 1999 and 2005 U.S. Men's Open Championship, and the unprecedented back-to-back 2014 U.S. Men's Open and the U.S. Women's Open Championships. The heart of the Village is a unique array of shops and bistros that offers something for everyone. Residents and visitors alike notice and appreciate the special ambiance and natural beauty that is Pinehurst. [Visit the town's website >](#)

The **Town of Robbins**, in northwestern Moore County, has a rich and varied history, scenic natural resources, and the feel of yester-year. Having red clay instead of sandy soil, Robbins is home to many potters, and NC Highway 705, known as "Pottery Highway", runs right through the town. [Visit the town's website >](#)

Southern Pines is the second largest municipality in the county and is nationally known for its equestrian activity and beautiful, expansive horse farms, hence its nickname of "Horse Country". The downtown area features a myriad of picturesque shops, cafes and professional businesses, in addition to the renovated historic Train Station which also serves as a Visitors Center. Southern Pines combines a thriving commercial and industrial base with a diversity of cultural, historical and recreational offerings, providing small-town charm with cosmopolitan sophistication.

[Visit the town's website >](#)

The **Town of Taylortown** was originally founded in the early 1900s as the home for the employees of Pinehurst's hotels and golf courses. Today, it is a welcoming community for its residents. [Visit the town's website >](#)

The **Town of Vass** has its roots as a commerce, agriculture and railroad center. It is home to the prestigious *Woodlake Resort and Country Club* with a 1,200-acre lake and 2 championship golf courses. Located northeast of Pinehurst along U.S. Highway 1, Vass is convenient to the western border of the *Fort Bragg Army Reservation*. [Visit the town's website >](#)

The **Village of Whispering Pines** is a peaceful residential community peppered with 6 lakes covering approximately 423 acres, and 2 golf clubs. Retirees and younger families alike can appreciate the safe, stress-free haven that Whispering Pines offers.

[Visit the town's website >](#)

Although not officially incorporated, **Seven Lakes** is an active, rapidly-growing area located 8 miles west-northwest of Pinehurst on NC Highway 211 West. As can be guessed by its name, Seven Lakes is clustered around 7 main lakes. It is composed of 3 private, gated communities: Seven Lakes North, Seven Lakes South, and *Seven Lakes West*. Residents in Seven Lakes communities enjoy private amenities including water activities on the lakes; a marina; 2 country clubs (*Seven Lakes Country Club* and *Beacon Ridge Country Club*), each with a golf course; riding stables; tennis courts; and an olympic-sized pool and fitness center, among others. Outside of the 3 gated communities, Seven Lakes is served by a small commerce center that includes a major grocery store, healthcare services, restaurants and other professional, retail and commercial businesses.



Health Care

Moore County residents can choose from a variety of easily-accessible, advanced **healthcare options** from progressive medical and dental facilities. Primary care and specialty physicians, registered nurses, and dentists are plentiful. Consider these statistics (2012):

- 299 physicians in Moore County, equivalent to 33.0 physicians per 10,000 residents. North Carolina had 22.3 physicians per 10,000 residents.
- 1,363 nurses or 150.3 per 10,000 residents (compared to North Carolina at 99.6);
- 60 dentists, or 6.6 per 10,000 residents (compared to North Carolina at 4.5).
- Out of North Carolina's 100 counties, Moore County ranks 6th in the highest number of physicians, dentists, and registered nurses per 10,000 residents.

FirstHealth of the Carolinas is a premier regional healthcare system including 3 hospitals that serve 15 counties in central North and South Carolina. FirstHealth's **Moore Regional Hospital** in Pinehurst is the flagship hospital and is a private, non-profit acute-care facility with 395 licensed beds. It offers a full range of advanced healthcare services by a medical staff in which 95% is board certified. Moore County is fortunate to have a nationally-acclaimed healthcare system.

- Becker's 2012 Hospital Review lists MRH as one of the "Top 100 Great Community Hospitals" in the country.
- *U.S. News & World Report's* 2013-2014 "Best Hospitals" report ranked MRH as the 11th best hospital in North Carolina. MRH was also high-performing in 7 adult specialty care areas.
- An 'Outstanding Patient Experience Award' national recipient 2009-2014; and ranked nationally for *Excellence in Joint Replacement, 2007-2013*, by Health Grades, Inc.

Opened in 2011, the 5-story Reid Heart Center, the FirstHealth Cardiac and Vascular Institute at Moore Regional Hospital is 186,000 square feet of next-generation cardiac and vascular care. Cardiothoracic

surgeons, vascular surgeons and cardiologists work together to treat heart patients with the latest and most innovative technology, clinical methods and clinical trials.

Pinehurst Surgical, one of the County's main employers, is located in a 131,135 square-foot, state-of-the art facility in Pinehurst across from Moore Regional Hospital. The professional staff of over 280 and almost 40 surgeons provide exceptional specialty-oriented medical and surgical services include audiology, urology, orthopedics, neurosurgery, vascular surgery, general surgery, facial plastic surgery and obstetrics/gynecology. State-of-the-art diagnostics equipment, laboratories and testing rooms are on-site.

With over 40 physicians, **Pinehurst Medical Clinic** provides primary and specialty care services to Moore County and the surrounding 5 county area through several convenient locations. Physician specialties include cardiology, pulmonary, gastroenterology, hematology, oncology, geriatrics, memory disorders and sleep disorders. The main Clinic is equipped to perform many onsite tests and procedures.

St. Joseph of the Pines in Southern Pines is a non-profit healthcare system affiliated with CHE Trinity Health. It offers a variety of programs including short-term and long-term skilled nursing care, rehabilitation services, affordable housing for senior adults, and independent and assisted-care retirement living.

HEALTHCARE – NUMBER OF PHYSICIANS PER 10,000 RESIDENTS

Source: NC Health Professions Data System



Schools

www.MooreAlive.com highlights the **educational opportunities** available in Moore County. Leaders here recognize the value of high quality education and how it directly impacts our communities' long-term vitality. All of the schools in the County are dedicated to meeting the diverse needs of students while imparting the skills necessary for future success in the workforce. The County is served by 23 public schools, 2 charter schools, 8 private schools, and a community college.

With the mission of "Growing to Greatness", the Moore County Public School system offers a comprehensive K-12 curriculum that includes workforce development, and programs for special needs, gifted students, and arts education. All three high schools offer Advanced Placement courses, and Pinecrest High School also offers the International Baccalaureate Program.

Private schools in Moore County offer an excellent alternative to public education. All strive to maintain small class sizes and low student-teacher ratios. The O'Neal School, Moore County's largest private school, is a college preparatory day school offering a traditional and comprehensive curriculum for students in preschool through twelfth grade.

Recently celebrating its 50th anniversary, **Sandhills Community College** (SCC) is one

of the top community colleges in North Carolina. Accredited by the Commission on Colleges of the Southern Association of Colleges and Schools and a member of the North Carolina Community College System, SCC serves students of all ages and offers a multitude of programs and classes for citizens with varied educational needs and backgrounds.

The college offers 3 college transfer degrees (Associate in Arts, Associate in Science, and Associate in Fine Arts) and a diversity of technical programs leading to an associate's degree, diploma or certificate. The flexible Continuing Education program offers courses on and off campus and via the Internet and is designed to help adults upgrade their current skills or undergo retraining.

SCC is composed of the 150-acre main campus in Pinehurst, and two satellite campuses. In addition, St. Andrews University in Laurinburg and the University of North Carolina at Pembroke each has a satellite campus at SCC.

SAT SCORES

Source: NC Dept. of Public Instruction, 2013 SAT Report





Recreation & Culture

Moore Alive's tag line "Stress Less. Live Moore." says it all. Moore County offers a rural, low-key lifestyle with plenty of **leisure activities**, but this isn't a sleepy place. There is **plenty of living** to do in Moore County.

Moore County is known as "The Home of American Golf®" and with good reason: there are over 40 premier golf courses countywide played by thousands each year. And here in the Sandhills with our **temperate climate**, the golf courses are open all year long. Many of these golf courses are part of prestigious and luxurious resorts that cater to every need.

Although golf is what many think of first about Moore County, there are so many other cultural and recreational opportunities to enjoy. The natural, scenic beauty lends itself to bicycling, hiking and canoeing. There are over 20 parks and over 15 miles of greenway trails. The Weymouth Woods Nature Preserve is 900-acres of natural Sandhills terrain with walking trails and an interactive exhibit hall. The Sandhills Horticultural Gardens at Sandhills Community College is a 27-acre educational adventure for all ages.

The area's equestrian activities appeal to riders and spectators alike. At the heart of Southern Pines' "Horse Country" is the Walthour-Moss Foundation, an unspoiled 4,000-acre preserve with miles of riding trails. The Pinehurst Harness Track (circa 1915) is a 111-acre equestrian and training center where events such as harness races, dressage, and polo matches are exciting to watch.

History buffs will delight in Moore County's rich heritage and numerous historic sites including the McLendon cabin (circa 1760), Moore County's oldest standing structure in its original location. Several other homes, buildings and farms from the 1700s and 1800s reflect the area's rural history.

A very active Arts Council supports a diversity of visual, performing and literary arts in Moore County. Theater performances, art exhibits, and concerts are plentiful year-round and enjoyed by all ages. The Arts Council also supports the Weymouth Center for the Arts & Humanities in Southern Pines, home to the NC Literary Hall of Fame.

Almost every town and village in Moore County hosts some kind of unique fair, festival or event annually, whether it's to celebrate heritage, showcase championship golf, or just an excuse to bring people together. The annual, 4-day Palustris Festival held at venues throughout the county features nearly 100 events, celebrating music, visual arts, theater, dance, film, lectures and tours. Numerous civic organizations encourage residents to get involved in the community, and children's programs, including athletics, appeal to a variety of interests.



U.S. Open Opportunity

“We didn’t launch Moore Alive because of the US Opens. It would have happened regardless. But we are making a conscious effort to take advantage of the Opens because they greatly enhance the opportunity to tell our story.”

Pat Corso, PIP Executive Director

For Moore County, home to the Village of Pinehurst and a number of other wonderful towns and communities, this will be the third time it has hosted the Men’s US Open and the third time for the Women’s US Open since 1999. June 2014 marks the first time in history that both tournaments will be played in the same year, on the same course. Pinehurst No. 2 will be the only site to have hosted all five USGA Championships.

An estimated 350,000 people will attend the championships during the weeks of June 9-22, 2014, and the global coverage of the Opens will make a lasting impact. Just imagine, for two full weeks this

year, Moore County will be on the tips of millions of tongues around the world. During this time, the Moore Alive website is an opportune conduit for positioning, showcasing and increasing recognition of Moore County as a top destination for creative and talented people to live, work, and play.

In addition to the website, a major component of Moore Alive during the U.S. Opens is social media. Connect to Moore Alive on both **Facebook** and **Twitter**.



Find Your Work-Life Balance

There is no disputing the fact the Moore County is a great place to live. And while many people choose this area to slow down, others have found it be a perfect spot to achieve more balance in life. And telling that story—one of balance—is what the Moore Alive campaign is all about. We're not just about pine trees, golf, open space and a slower pace. We're about finding a community that allows you to live your life to the fullest. A place where you can have solid career prospects AND still find time to enjoy the things you love.

If you're like most of us, you'll want to find **gainful employment** wherever you choose to live. Along those lines, Moore County offers many great opportunities in areas like healthcare, manufacturing, tourism and recreation. Additionally, thanks to its location in the Research Triangle Region of North Carolina, there are literally thousands of other opportunities easily accessed with a short to moderate commute. From global pharmaceutical manufacturers to high tech startups, the fast-growing Triangle is consistently ranked as one of the best places for careers.

While the largest metro areas (Raleigh and Durham) are to the north, a short drive to the east puts you in Fayetteville, which is home to Fort Bragg—the largest US Army Base in the nation. There you'll find defense contractors, tech companies, distribution firms and other service industries that also offer great employment opportunities.

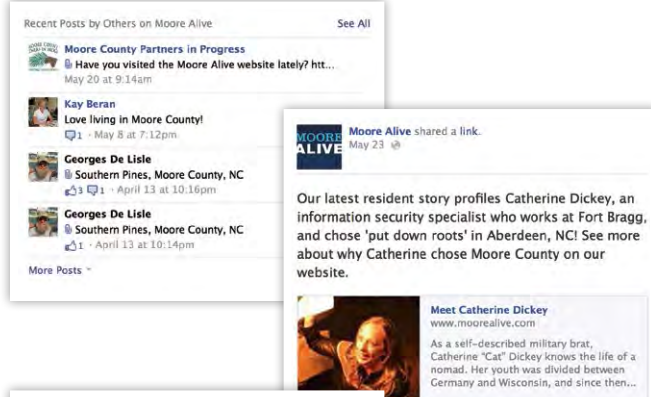
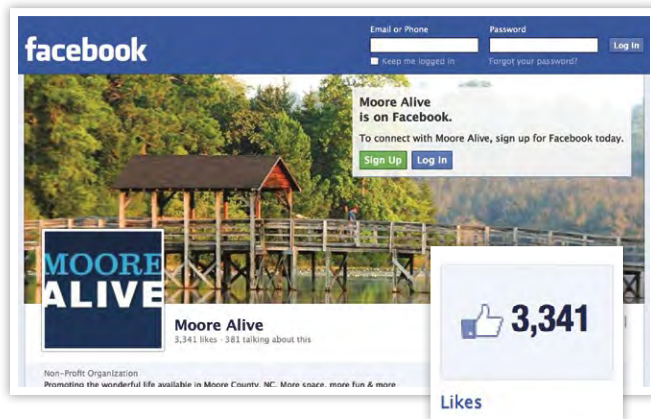
And of course thanks to technology it's no longer a requirement to be in the office every single day. In fact many residents in Moore County telecommute much of the time and travel to their corporate offices on an as-needed basis.

Moore Alive's job search tool

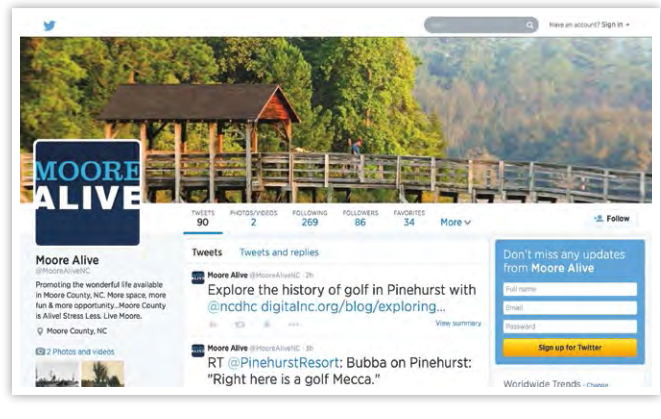
Major industries

Social Media Outreach Efforts

The Moore Alive Campaign is relying on social media to help spread our message. While we've only been at it for a short time (the site launched on April 1, 2014), there has been a great response to date. In addition to getting likes on Facebook and followers on Twitter, we're engaging with people and starting conversations.



Moore Alive
3,341 likes · 381 talking about this



TWEETS 90 PHOTOS/VIDEOS 2 FOLLOWING 269 FOLLOWERS 87 FAVORITES 34 More v



How to Reach Us



Moore County Partners in Progress

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Home of American Golf™

Pinehurst – Southern Pines – Aberdeen Area Convention & Visitors Bureau

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Pinehurst – Southern Pines Area Association of Realtors

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Visit www.MooreAlive.com often to see what's new in Moore County!
Be sure to subscribe to our newsletter!