Media Kit Outline

Knoxville, Tennessee is exactly what people declare it to be…a hidden gem. First-time visitors are typically amazed by all the city has to offer. In this one, unique location, mountains meet music… art meets adventure… culture meets cuisine… and no one meets a stranger. The pure walkability of downtown allows people to explore and discover vibrant murals, local music, historic sites, art museums, parks, greenways and more. With its sophisticated mix of culture and cuisine, served up with genuine hospitality,

{Knoxville will surprise you}

Music & Entertainment

Knoxville is one of America's most vibrant cities for live music. From classical to bluegrass, country to rock, live music is on the Square, on the streets and on the stages of the historic **Bijou** and **Tennessee Theatres**, hosting concerts and Broadway shows as well as performances by the **Knoxville Opera Company**, the **Knoxville Jazz Orchestra** and the **Knoxville Symphony Orchestra**.

WDVX's Blue Plate Special is a Knoxville must-do. The live radio show takes place Monday through Saturday from 12 – 1 p.m. at the WDVX Studios located in the downtown Visitors Center. Known primarily for Americana and Bluegrass, the Blue Plate welcomes a variety of performers from around the world.

Adventure

The sounds of nature are also part of Knoxville's soundtrack. Located just three miles from downtown, Knoxville's Urban Wilderness is a spectacular 1000-acre outdoor adventure area where you can hike, bike, climb, paddle or just wander in the woods – within the heart of the city. Over 50 miles of trails and greenways connect **Ijams Nature Center** (home to **Navitat**, a unique, tree-based adventure park), pristine lakes, historic sites, Civil War battlegrounds, quarries, adventure playgrounds, city parks and 500-acre wildlife area.

The city also features more than 85 miles of greenways connecting all facets of the city. Thanks to the **Pace Bike Share** program, access to those greenways is easier than ever. Consider a slow ride to the **Knoxville Botanical Gardens** or the **University of Tennessee Gardens** and take a leisurely stroll amongst the flowers.

A variety of water activities beckons – fish, paddleboard, kayak, or take a dinner cruise on the beautiful **Tennessee River**. On football Saturdays in the fall, expect to see "sailgating" instead of tailgaiting – boaters from surrounding states line the waterfront ready to cheer on the Vols!

Arts & Culture

Knoxville is known to be a community of artistic souls looking to capture the heart and culture of Knoxville by not only reliving the past, but focusing on the present as well as looking forward into the future. Our area local artists bring the essence and vitality of Knoxville's spirit to life in painted murals, artwork, sculptors and photography displayed throughout the city.

The **Knoxville Museum of Art** celebrates the art and artists of East Tennessee. The KMA presents an engaging schedule of exhibitions and is home to Richard Jolley's Cycle of Life, one of the largest figurative glass-and-steel assemblages in the world.

Every First Friday **of the month, experience a** growing number of galleries and venues throughout the city that feature a variety of artists' displays and live music. Downtown anchors include The Art Market, The Emporium and the downtown Visitors Center, home of the WDVX Blue Plate Special – all conveniently located on Gay Street. Stroll, sip and shop throughout the evening! Meander over to Market Square and the Old City for additional art, entertainment and dining options. If you've worn yourself out, hop on the free **Trolley**!

Food & Drink

Knoxville has more than its fair share of culinary arts as well. With a heavy focus on locally sourced foods, Knoxville's unique culinary scene is shaped by a group of talented chefs including Tennessee's first James Beard Award Winner: Joseph Lenn. Lenn is the owner of **J.C. Holdway** and is one of several Blackberry Farm chefs who operate restaurants in Knoxville. Chef Matthew Gallagher, known for **Knox Mason**, also operates **Emilia**, serving Italian inspired cuisine in a crisp atmosphere. Knoxville is also home to **Lonesome Dove**, a Western Bistro operated by celebrity chef and University of Tennessee grad Tim Love.

Foodies would be remiss to not experience some other unexpected Knoxville flavors. For Knoxville's version of hot chicken, go see Miss Jackie at **Jackie's Dream**. She always serves with a smile and a handshake but make no mistake - hot is hot! **Yassin's Falafel House** not only claims some of the best Middle-Eastern cuisine around, but has also been recognized by Good Morning America as the "Nicest Place in America". You'll be sure to get your shawarma with a smile!

The city is also building a name for itself as one of the best craft beer towns in the Southeast, a place to relax with some of the country's finest beers and finest people – hop on the **Ale Trail** and taste for yourself! Knoxville is also home to a few stops on the **Tennessee Whiskey Trail**, so be sure to have a sample at **Knox Whiskey Works** and **PostModern Spirits**.

If your sweet tooth is in control (or maybe out of control), you can't go wrong with a stroll down Gay Street. From one end to the other you'll find **Cruze Farm Creamery**, **Status Dough**, and the **Phoenix Pharmacy & Fountain**. Yum!

History & Heritage

As the first capital of Tennessee, Knoxville is proud of its heritage and committed to preserving it. Many visitors come to Knoxville to learn more about Civil War sites in our area, and tour earthworks, battle sites and historic homes. The **East Tennessee History Center** holds the key to Knoxville's past. Ever-changing, award-winning exhibits tell the history of the people, places and events that shaped this region from the time of the Cherokee until the World's Fair in 1982. Built for the 1982 World's Fair, the **Sunsphere** stands 266 feet tall with 26 stories and is topped by a 75-foot gold-colored, glass-paneled sphere. A trip to Knoxville would not be complete without a 360° view of the city from the observation deck on the 4th floor.

From log cabins to frame houses to stately stone mansions, there are seven Historic Homes of Knoxville which invite you to step back in time to learn firsthand the history of Knoxville and experience the times and events that shaped them and the families who occupied them.

Other popular Knoxville attractions include the **Women's Basketball Hall of Fame**, an international museum dedicated to preserving the history of women's basketball; the **McClung Museum**, where exhibits showcase the geological, historical, and artistic past of Tennessee and cultures from around the globe; and **Zoo Knoxville**, one of the premiere zoological experiences in the southeast where guests come face to face with the world's most fascinating animals.

Festivals & Events

Year round, this diverse and welcoming city hosts more than 80 cultural festivals and events. We're a city with four seasons which makes Knoxville a unique and exciting place to visit all year long!

Spring – Spring is a time of beats, eats, and the celebration of the beautiful Dogwood trees that cover our landscape. March kicks off with **Women in Jazz Jam,** followed by the ever-eclectic and internationally-acclaimed **Big Ears Festival.** April celebrates the art of the Appalachian region with a multitude of events that include the **Dogwood Arts Festival** {a juried craft show}, **Rossini Festival** {Knoxville's biggest street party hosted by the Knoxville Opera}, and **Rhythm & Blooms** {Americana & folk music festival}.

Summer – Things heat up in June with **Bike, Boat, Brew, & Bark.** This event focuses on the Powerboat National Championships on the Tennessee River, and is full of fun activities such as group bike rides led by reps from Knoxville breweries! Beat the summer doldrums in July with the **Where's Waldo Scavenger Hunt**. Mini 6-inch Waldos are hiding in over 30 restaurants and shops downtown – a great way to keep the kids busy. August wraps up the season with the **East Tennessee History Fair**, an opportunity to experience 'living' history and learn more about this region.

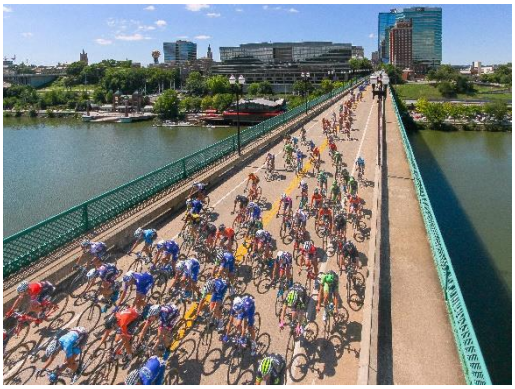
Fall – Fall is one cultural event after the other, starting at the end of August with the **Knox Asian Festival. HoLa Festival, Greek Fest, Arab Fest,** and other international festivals are all in succession. Of course the month of October brings Halloween fun for the whole family. **Boo! at the Zoo** is an annual favorite for not-so-spooky fun for the littles.

Winter – We take Christmastime in the City seriously around here! With events like the **Elf on the Shelf® Adventure** {the country's only community-wide elf hunt}, Holidays on Ice {open-air ice rink skating in historic Market Square}, and the **Peppermint Trail** {peppermint themed decorations, drinks, treats, and more}, the holidays in Knoxville are truly a magical experience.

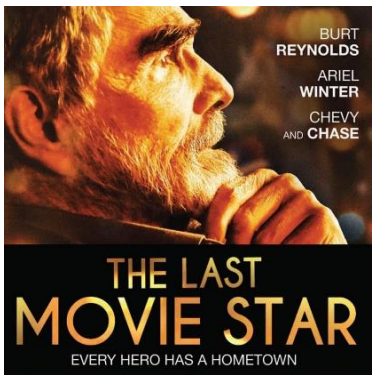
Knoxville Fun Facts

- Knoxville is Tennessee's 3rd largest city, settled in 1786 and established in 1791.
- City Population: 187,347 (2017) / County Population: 461,860 (2017)
- Knoxville was named after Henry Knox, President Washington's War Secretary.
- Knoxville is 20 miles south of Oak Ridge National Laboratory which was instrumental in the development of the atomic bomb.
- Knoxville is at the crossroads of three major intestates: I-75, I-40 and I-81 and within a day's drive of nearly half of the U.S. population.
- The University of Tennessee is located in Knoxville with over 27,000 students.
- Zoo Knoxville is the Red Panda Capital of the World, having great success in breeding of Red Pandas.
- Dog Fancy Magazine named Knoxville the Most Dog Friendly City in the Southeast.

Visit Knoxville Sports Commission



Knoxville, Tennessee loves sports and loves to host sporting events. The city continues to welcome top events like USA Cycling National Championships, USA Swimming TYR Pro Series, and Battle in Rocky Top National Championship. Knoxville has also played host to numerous AAU Junior Olympic Games, the USA Diving National Championship, and Powerboat Super League Classic on the Tennessee River. In 2019, Knoxville will welcome the 2019 Bassmaster Classic and the National Association of Sports Commissions Symposium.



Visit Knoxville Film Office

Many don't know that Knoxville is one of the leading production towns in the country. We are home to the national headquarters for Discovery Channel, Jupiter Entertainment, Lusid Media, and many more production companies making great content every day in our backyard. Knoxville saw a very busy 2018 in feature film production as there were five films shot in Knoxville this year, more than any other year on record. 2019 kicked off with being ranked as one of *MovieMaker Magazine's* Best Cities to Live and Work as a Filmmaker.

For photo requests and additional information, please contact

Kristen Combs
Director of Communications
865.342.9127 o
865.306.4341 c
kcombs@knoxville.org

Blog
Facebook
Instagram
LinkedIn
Pinterest
Twitter
YouTube