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USA TODAY awards York, SC with the 10Best Readers' Choice Awards for Best Small Town Cultural Scene

In an email sent on Tuesday, May 7th USA TODAY 10Best editors notified Visit York County staff that York was a winner in the 2019 USA TODAY 10Best Readers' Choice travel award contest for Best Small Town Cultural Scene. The contest recognized cities/towns with a population of fewer than 30,000 people (as of the last census) that has a big cultural punch such as museums, art galleries, performing arts and busy event calendars. York was chosen by a panel of relevant experts identified by USA TODAY.

York was amongst 19 other small towns to be nominated for the award. Voting began on Monday, April 8th and ended on Monday, May 6th. Visit York County staff received the first email about the nomination on April 8th and launched a voting process, by sharing the contest news with industry partners, supporters and its social media communities. Representatives from the City of York also launched a voting initiative to make sure that York stayed in the running throughout the four-week voting process.

“To receive this award from such a prestigious organization is an honor, said York City Mayor Eddie Lee. We know our city is a unique community and this proves that we are nationally recognized for our way of life.” Billy Dunlap, President/CEO at Visit York County stated, “York is such an amazing community with so much to offer travelers and locals alike. From arts to music to a hometown feel, York paves the way as a premier cultural destination in York County.”

Votes were submitted by individuals who were at least 18 years old by going to www.10best.com/awards/. Throughout the 28-day voting process, votes were limited to one (1) vote per person, per category, per day.

About USA TODAY 10Best Readers' Choice Awards

The 10Best Readers' Choice Award contest launches new categories every other Monday at noon, revealing each category's 20 nominees. After four (4) weeks of voting, the contest closes on the 28th day at noon. On the Friday after voting ends, winners are revealed. Nominees for all categories are chosen by a panel of relevant experts which include a combination of editors from USA TODAY; editors from 10Best.com; relevant expert contributors; and sources for both these media and other Gannett properties. The nomination panel for each award category is displayed on its associated contest page. All voting is digital and the 10 Best Readers' Choice Award contest is accessible on the 10Best.com website. For more information about the contest and award log on to <https://www.10best.com/awards/about/>.

VISIT YORK COUNTY (also known as the Rock Hill/York County Convention & Visitors Bureau)

Visit York County is the destination marketing organization (DMO) responsible for developing an authentic, unified identity for York County, SC. As a DMO, the CVB's goals are to promote the long-term development and marketing of their destination, focusing on convention, sports and leisure sales, tourism marketing and services. The organization works in collaboration with the CVB Board as well as the York County Council and appropriate funding sources. In 2008, the Rock Hill/York County CVB became the first accredited destination marketing organization in South Carolina. For more information, log on to visityorkcounty.com.

USA TODAY is a multi-platform news and information media company. Founded in 1982, USA TODAY's mission is to serve as a forum for better understanding and unity to help make the USA truly one nation. Through its unique visual storytelling, USA TODAY delivers high-quality and engaging content across print, digital, social and video platforms. An innovator of news and information, USA TODAY reflects the pulse of the nation and serves as the host of the American conversation — today, tomorrow and for decades to follow. USA TODAY, the nation's number one newspaper in print circulation with an average of more than 1.6 million daily, and USATODAY.com, an award-winning newspaper website launched in 1995, reach a combined 6.6 million readers daily. USA TODAY is a leader in mobile applications with more than 16 million downloads on mobile devices. USA TODAY is owned by Gannett Co., Inc. (NYSE: GCI) <https://www.10best.com/>.

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