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## **Amarillo Named a “Best Place to Live in the West” by American Cowboy**

So, where are the very best places to live in the West?

In 2011, they include Amarillo, which made American Cowboy’s list of 20 Best Places to Live in the West.

The list is featured in the April/May issue of American Cowboy and is on the web site at [www.americancowboy.com](http://www.americancowboy.com).

“This year’s entries truly live up to the Western ideal of places embodying the rugged, free spirit of the Western version of the American Dream,” said DeAnna Jarnagin, Associate Publisher of American Cowboy. “They’re places where you can

experience authentic cowboy culture, spectacular scenery, a true dose of history and a really, really good steak.”

These cities are ideal places to hang your ten-gallon hat – for good or just for a good long weekend, Jarnagin says.

“We have felt this way about Amarillo for a long time. From our local cowboys and ranches to Palo Duro Canyon and steaks larger than your plate, our hometown has all the trappings you associate with the West. We are so proud to be on American Cowboy’s 2011 list,” Guy C. Vanderpool, Amarillo CVC Chairman and Executive Director of the Panhandle-Plains Historical Museum, says.

Amarillo boasts wide-open spaces, starry skies, four seasons, clean air, affordable housing, low unemployment, honest handshakes and true Texas hospitality. Additionally, it is home to many Western icons; just a few include-

- Palo Duro Canyon, the nation’s second-largest canyon.

- Panhandle-Plains Historical Museum, the largest history museum in Texas.

- Outdoor Musical Drama TEXAS, running for 46 season in Palo Duro Canyon State Park.

- American Quarter Horse Hall of Fame & Museum, dedicated to the horses and people who tamed the West.

- Kwahadi Museum of the American Indian, a new museum that tells the story of Native Americans through displays and dance.

- Big Texan Steak Ranch, home of the world famous 72 ounce steak dinner.

- World Championship Ranch Rodeo, the real deal with cowboys from across the US and Canada.

-Historic Route 66, the Mother Road to so many Western dreams.

-Amarillo Livestock Auction, one of the largest private livestock auctions in Texas.

Selections were made by American Cowboy editors based on outdoor appeal, historical significance, regional ranching activity and tourism. The editors also considered population, average land price, average household price, median age and the number of Western events held throughout the year.

Winners were named for five regions: Texas and The Plains, California and Nevada, the Rockies, the Southwest and the Northwest.

Joining Amarillo, which is the only Texas city on the 2011 list, are Elko, NV, Red Bluff, CA, Temecula, CA, Bishop, CA, Pocatello, ID, Baker City, OR, Kennewick, WA, Lewiston, ID, Farmington, NM, Tombstone, AZ, Logan, UT, Cedar City, UT, Sheridan, WY, Cody, WY, Miles City, MT, Canon City, CO, Deadwood, SD, Guthrie, OK and North Platte, NE.

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The Amarillo CVC is the premier marketer of Amarillo. Our mission is to increase hotel and attraction visitors by promoting the Amarillo area as a unique destination.

*Visit the Amarillo CVC website at [www.visitamarillotx.com](http://www.visitamarillotx.com)*