



CENTRAL OREGON

ADVENTURE CALLS

COMMUNITIES AT-A-GLANCE

FOR RELEASE AT WILL

CONTACTS:

Justin Yax, DVA Advertising & PR, 541-389-2411, justin@dvaadv.com

Zack Hall, DVA Advertising & PR, 541-389-2411, zack@dvaadv.com

Katie Johnson, Visit Central Oregon, 541-389-8799, katie@visitcentraloregon.com

A CLOSER LOOK AT THE COMMUNITIES THAT MAKE UP CENTRAL OREGON

(BEND, Ore.) — Central Oregon is a vast wonderland of forests, High Desert landscapes, Wild & Scenic rivers, pristine alpine lakes, volcanic peaks, and charming communities.

Stretching almost 120 miles along U.S. Highway 97 from La Pine in the south to Maupin in the north, and 40 miles along Oregon Highway 126 from Sisters in the west to Prineville in the east, Central Oregon is vast. But one of the aspects of Central Oregon that has made it such a desirable destination is just how unique, charming, accessible, and different each of the individual communities in the region are.

The two largest cities — Bend, with a population of about 100,000, and Redmond, which has more than 30,000 residents — act as hubs for the region because of their relatively centralized locations and the amenities each provide. (Redmond is nicknamed “The Hub” for a reason.) Bend is less than 20 miles south of Redmond, which is home to Redmond Municipal Airport, Central Oregon’s regional commercial airport. Following is an overview of the cities and communities that make up Central Oregon:

Bend: The cultural heart of Central Oregon, Bend is by far the largest city in the region. Renowned for its unique mix of outdoor recreation and urban sophistication, Bend has a little bit of everything to offer. The outdoors are what keep visitors busy all day, of course. It is a competitive town at its core, and outdoor athletes flock to events such as triathlons, ski races, mountain bike races, and each May, to the annual SELCO Pole Pedal Paddle multisport race from Mt. Bachelor to the Old Mill District. A lazy float or a SUP ride down the Deschutes River through Bend’s Old Mill District is awfully appealing, too, as is kayaking, surfing, or an exhilarating float through Bend’s whitewater park. Bend is home to more than 60 miles of urban trails, including the Deschutes River Trail, and 82 parks. Just outside of town, Tumalo Falls wows all who lay eyes on the 97-foot waterfall, and the chairlifts of Mt. Bachelor await

less than 30 minutes from downtown. A vibrant cultural scene — including art galleries, art walks, a full schedule of outdoor concerts, and a theater scene — is the perfect outdoors complement. And with more than 30 breweries, in addition to numerous cideries, wineries and tasting rooms, distilleries, and more, as well as a diverse, creative culinary scene, Bend offers a robust nightlife. Finding the right basecamp isn't hard, either. Tetherow Resort, WorldMark at Seventh Mountain, and Loge Bend offer easy access to Mt. Bachelor and the Cascade Lakes Highway. Urban options such as The Oxford Hotel in downtown Bend keep visitors close to the action, while the Huntington Lodge at Pronghorn offers a getaway in a particularly placid setting.

La Pine: About 30 miles south of Bend, the community of La Pine offers close access to some of Central Oregon's most fascinating geological wonders. Stay in town or get a bit more rustic at the nearby Paulina Lake Lodge or camp at La Pine State Park. Either way, the Newberry Crater in the Newberry National Volcanic Monument offers obsidian flows, vents, pumice cones, and more to explore. Paulina Peak, an 8,000-foot volcano, offers unparalleled views, and adventurers will find the Lava River Cave, Lava Cast Forest, Paulina Falls, the Big Obsidian Flow, East and Paulina lakes, and plenty more. La Pine is also the closest community to the southern region of the Cascade Lakes, including Crane Prairie Reservoir and Wickiup Reservoir.

Madras-Culver: About 45 minutes north of Bend, Madras and Culver are outdoor playgrounds, especially for those who enjoy the water. Anglers wade into the flowing waters of the Deschutes, Metolius and Crooked rivers. While Lake Billy Chinook is a hub of fun, where one can wakeboard or water ski, rent a houseboat for a weekend, or camp at The Cove Palisades State Park. Nearby, Lake Simtustus at Pelton Dam offers camping and swimming. The vast open territory along the Lower Deschutes River is prime cultural and outdoor adventure land. And the Crooked River National Grassland, where The Peninsula and The Island are standout landmarks, enthrall hikers.

Maupin: About 90 miles north of Bend, Maupin is a scenic small town that rests on the banks of a Wild & Scenic section of the Deschutes River. As such, the town is a mecca for whitewater rafters, who get their thrills navigating rapids with names like Wapinita, Boxcar, Surf City, and Elevator, and with anglers, who tend to obsess over steelhead and reddsides, a hard-fighting native Deschutes River trout. Cyclists will enjoy the 33-mile Sherar's Falls Scenic Bikeway, and a hike along the river will reveal rich animal and bird life. Maupin has seen an influx of lodging and dining amenities to make the town itself an even bigger part of the draw.

Prineville: Set about 35 miles northeast of Bend, Prineville blends history and the future. On opposite ends of the spectrum, Prineville is home to Oregon's oldest public structure as well as brand new tech industry data centers for Facebook and Apple. Fish the Crooked River or the Prineville and Ochoco reservoirs. Camp, hike and mountain bike in the Ochoco National Forest and Maury Mountains. Or immerse yourself in country music at the LSR Country Fest held each summer east of town.

Redmond: Centrally located in the High Desert, Redmond is known locally as “The Hub.” Home to Central Oregon’s commercial airport, Redmond has long been the gateway to the region. But it is also thriving with upscale restaurants, a growing beer scene, ample lodging, vibrant parks, and a bustling downtown. Redmond’s antique district, music events, parades, farmers’ markets, fairs, and festivals, offer visitors a slice of Americana. The Deschutes County Fairgrounds & Expo Center plays host to a wide range of events, including concerts, sporting events, automotive shows, trade shows, and more. Golfers will find Juniper Golf Club, ranked among the best municipal golf courses in the Northwest, and three courses at Eagle Crest Resort, a resort community that also acts as a perfect basecamp. To get a view of it all, book a balloon ride at Big Sky Balloon Co.

Sisters: This small Western-themed town of around 2,700 residents offers a slower pace of life compared to its counterparts in Bend and Redmond. But it has an impressively rich creative culture that couples well with the area’s outdoor recreation tradition. The Western-themed buildings of downtown are home to an array of restaurants, shops, and galleries. The Sisters Folk Festival, held each September, and July’s Sisters Outdoor Quilt Show are two of Central Oregon’s most alluring creative draws. In June, the Sisters Rodeo serves up “The Biggest Little Show in the World.” Outdoor enthusiasts flock to the Peterson Ridge Trail System, the Three Sisters Wilderness, Whychus Creek and to play golf at Aspen Lakes Golf Course and Black Butte Ranch Resort. In addition, road cyclists can choose from two Oregon Scenic Bikeways that start in Sisters. And Camp Sherman, about 15 miles northwest, is perched on the banks of the crystal-clear waters of the Metolius River, attracting fly-fishermen, hikers, and mountain bikers. FivePine Lodge, Black Butte Ranch, and Suttle Lake Lodge, all make ideal basecamps.

Sunriver: About 15 miles south of Bend, Sunriver has become one of the Northwest’s premier destination resorts over the last half century. The Resort features 63 holes of golf, including Crosswater Club, one of the nation’s best. And in winter, one can get from their front door to the Mt. Bachelor chairlifts in less than 30 minutes. Sunriver Resort boasts several restaurants, while the Village at Sunriver is home to shops, restaurants, rentals, and activities. The Sunriver community features more than 35 miles of paved trails that are welcoming to bicyclists of any age. And there is no shortage of activities: Horseback riding, rafting or canoeing down the Deschutes River, a full-service spa, SHARC water park, pools, a nine-hole putting course, the Sunriver Nature Center and Oregon Observatory, and nearby Lava Lands will keep any itinerary full.

Terrebonne/Crooked River Ranch: Just five miles north of Redmond, Terrebonne packs a big, adventurous punch. Nearby Smith Rock State Park — one of the “7 Wonders of Oregon” — is an international climbing mecca and is considered to be the birthplace of American sport climbing. It’s also home to a popular trail network, where one can hike “Misery Ridge” and spot golden eagles, prairie falcons, and river otters. Just a few miles away, Crooked River Ranch is set atop steep basalt canyon walls between the Crooked and Deschutes Rivers. It is best

known for its golf, hiking, and fishing. Witness the tumbling waters of Steelhead Falls or fly-fish the Foley Waters section of the Deschutes River.

Warm Springs: Home to the 1,000 square-mile Warm Springs Indian Reservation — the center of the Confederated Tribes of Warm Springs — Warm Springs is located about 15 miles northwest of Madras. It is the site of Indian Head Casino, but there is much more to explore, including the unique history and culture of the resident tribes. The Warm Springs Museum is considered to be one of the finest American Indian art museums in the West. The Warm Springs National Fish Hatchery works to conserve, protect, and perpetuate the region's Chinook salmon populations. And with more than 30 miles of Deschutes River frontage, fly-fisherman holding a Warm Springs Tribal Fishing Permit will find fertile and uncrowded waters along these stretches of river.

ABOUT CENTRAL OREGON:

Located on the eastern slopes of the Cascade Range, where vast forests give way to the arid high desert, Central Oregon is characterized by year-round adventure, authenticity, inspiration, and environment. From the towering peaks of the Cascades to the pristine waters of the Wild & Scenic Deschutes River, and from the more urban experiences of Bend and Redmond, to the rural charms of Sisters, La Pine, Prineville, Madras, Warm Springs, and Maupin, Central Oregon offers a perfect mix of recreation and sophistication. Barely three hours from Portland, and with daily direct flights from eight major markets, getting to Central Oregon is a breeze. For more information visit www.visitcentraloregon.com or call 800-800-8334.

#