

VISIT CARSON CITY

# MEDIA KIT



VISIT  
**CARSON**  
**CITY** NV

# WHERE HISTORY LIVES AND ADVENTURE AWAITS



## CARSON CITY

The state capital and the centerpoint of a true Nevada experience. Nestled against the backdrop of the Sierra Nevada range, the wide open space invites you to wander. Maybe it's the pioneering spirit of the American West that you can feel in the wind or the impressive landscape surrounding us, but there's something here that allows you to breathe deep and take it all in. Recharging you as you prep for your next adventure. There's a sense of pride here. A connection to history – where you're invited to not just remember the good ol' days, you're invited to live them.



With more than 8,000 acres of parks, trails and open space, there's no shortage of outdoor adventure!

# THE CENTERPOINT OF YOUR TRUE NEVADA EXPERIENCE



## BUCKLE UP FOR THE RIDE OF YOUR LIFE

As the hub of Northern Nevada, Carson City is your launching pad for adventure. After you've explored the capital city, use us as your home base to explore the surrounding areas. Whether it's looking to visit the old-west town of Virginia City, hitting the casinos in Reno, seeing the majestic Sierra Nevada views in Carson Valley, or taking a dip in the crystal-clear waters of Lake Tahoe, Carson City is just 30 minutes away in any direction from big time adventure, history and fun.

# CLOSE TO IT ALL

## GETTING TO CARSON CITY, NV

Carson City is close to it all, less than a 30-minute drive from a Reno-Tahoe International Airport or a beautiful drive from multiple major cities. We're a great destination for domestic and international travelers.

## RENO-TAHOE AIRLINE SERVICE

With more than 130 flights per day and nonstop services from 22 cities, Reno-Tahoe International Airport is easy on your time and budget. RNO handles more than 4.2 million passengers annually, with service from nine commercial airlines.



### CARSON CITY'S PROXIMITY TO OTHER MAJOR CITIES

Lake Tahoe	25 min	18 miles
Reno	25min	25 miles
Sacramento	2 hrs 45 min	130 miles
San Francisco	3 hrs 45 min	215 miles
Yosemite	4 hrs 15 min	185 miles
Mt. Shasta	4 hrs 15 min	245 miles
Death Valley NP	5 hrs 45 min	345 miles

# A RICH HISTORY

## THE HEART AND HISTORY OF NEVADA

Carson City is named for the famous frontiersman and scout Christopher “Kit” Carson. During his 1843-1844 expedition, John C. Fremont had named Carson City’s nearby river for Kit Carson, Fremont’s scout. Pioneer Abraham Curry arrived in Eagle Valley in 1858 and soon thereafter surveyed and plotted a town site. A cadre of well-connected attorneys whose names still decorate street signs here (Proctor, Musser) bought the richest part of the valley for \$500 and a herd of horses. The farsighted and optimistic Curry set aside 10 acres expressly for the construction of a capitol -- this was before the formation of Nevada Territory in 1861. Carson City was soon designated both the territorial capital and county seat of the new Ormsby County. President Abraham Lincoln, recognizing the importance of Nevada’s silver and gold to the Union’s Civil War effort, signed the proclamation that ushered Nevada into statehood on October 31, 1864. Carson City was selected as the state capital at the constitutional convention and has retained that honor to the present day.

As the state capital, we care deeply about the battle-born, historical roots that our visitors can discover through our Capitol, Nevada Day celebration, numerous museums, arts and culture and multiple events. You’ll find nods to our founders, western heritage and cultural influences blended into our beautifully renovated, walkable and bikeable downtown.



# ROOM TO WANDER

## THE HOME BASE FOR BIG-TIME OUTDOOR ADVENTURE

Carson City, where the mountains meet the desert. We capture the spirit of the west in our sagebrush covered hillsides, desert sunsets, alpine lakes and towering mountains, all inspiring adventure and exploration.

Carson City sits in the center of adventure, in one of the most active recreational areas in the country. World-class skiing, biking, hiking, and endless outdoor adventure await in every direction. Carson City is home to beautiful hikes, miles of OHV trails, and stellar mountain biking. A 25-minute drive to the west takes you up to Lake Tahoe where skydiving, hang gliding, stunning hikes, kayaking, glider planes, snowmobiling, snowshoeing and more will keep you active year-round. The surrounding towns hold just as much adventure, like Fallon, home of Sand Mountain, where you'll find off-road vehicles zooming the dunes. Carson City is the center of it, all making it the perfect home base where you can recharge as you prepare for your next adventure.



# CULTURAL HERITAGE

## OUR ROOTS RUN DEEP

It's the pioneering spirit you feel in the air, the deep rooted history of our state under your feet, and it's the friendly nods and welcoming smiles of our locals that provide an authentic western cultural experience in Carson City.



We'll never forget our American Indian heritage and honor the history and stories of the people who came before us. You can find it in the art around the city or in the many museums that tell our tales of our ancestors and pioneers.

The Stewart Indian School Living Legacy preserves the stories and cultural legacy of generations of American Indians—never to be forgotten.



# FAMILY FRIENDLY

## SAFE, CLEAN AND KID-APPROVED

Avoid the traffic, the crowds and the noise. Take time to slow things down with the family in the capital. We're close to everything and anywhere in Northern Nevada, families find it easy to explore and come back to a relaxing and beautiful homebase for their getaway. With a variety of family-friendly events, majestic views, numerous museums, a walkable and bikeable downtown, and a variety of laid back-casual dining options, Carson City is the perfect family getaway in every season.

From exploring the Nevada State Museum to taking a ride aboard a historic train, there are activities for kids of every age.



# CARSON CITY TOP ATTRACTIONS

THERE'S A LOT TO SEE AND DO IN CARSON CITY  
HERE ARE SOME OF OUR VISITOR'S FAVORITE STOPS:



## MUSEUMS

Visit one of our eight museums with an impressive collection of stories and artifacts.



## CARSON CANYON RAILBIKES

Tour the V&T Railway to experience the Carson River Canyon in a whole new way.



## TAKE A TRAIN RIDE

Ride the V&T Railway into Carson Canyon or to take the day trip to Virginia City.



## WALK DOWNTOWN

Walk our beautiful downtown and shop our unique stores.



## THE CARSON CITY TRIATHLON

Shoe Tree Brewing Co., Sassafras Eclectic Food Joint, and the Carson Hot Springs share a parking lot - true Carson City champions conquer all three in one day.



## CHEERS!

Try one of our local breweries: Shoe Tree, The Union, Just Brew It or Fox Brewpub.



## GO OFF ROAD

Ride our OHV roads and trails on Prison Hill.



## BIKING TRAILS

Bike Ash to Kings Trail, our most famous trail.

Interested in more? Check out our events calendar to see what's happening year-round: [visitcarsoncity.com/events](https://www.visitcarsoncity.com/events)

# NOTABLE READS

## WHY NEVADA'S HEART BEATS HERE

- [Weekend Getaway: Family Fun in Carson City](#)
- [A Capital Good Time](#)
- [Free guided audio tour of historic Carson City](#)
- [Day Trip to Carson City, Nevada](#)
- [Pedal the Railroads of the West](#)
- [The Carson City Triathlon: Drink. Dine. Dip.](#)
- [Springtime in Carson City, Nevada](#)
- [Take the Weight Off Your Shoulders \(Literally\) and Hike With High Sierra Pack Goats](#)
- [Stroll the haunted streets of Carson City on an eerie — and theatrical — ghost walk](#)
- [Top 25 places to eat in Reno-Tahoe](#)
- [48 Hours in Carson City, Nevada](#)
- [The 12 Most Hauntingly Beautiful Cities in the US](#)
- [With Stewart Indian School's complicated and traumatic history, finding justice is a long road](#)
- [Carson City, Nevada Invites Travelers to Recharge Their Western Spirit](#)
- [Your Nevada Day Weekend Getaway Cheat Sheet](#)



# WE KNOW NO STRANGER



Carson City hosts FAMs year-round and we welcome any media, influencers and bloggers to inquire about the many things to do in and around Carson City to make your trip unforgettable.

## Media Partner Resources



## MEDIA CONTACT

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