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NEWS SERVICE

**DURHAM**



*Where great things happen*

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DURHAM CONVENTION & VISITORS BUREAU

*20 Years of Visitor-Related Economic & Cultural Development*

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May 14, 2009

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### America's Most Walkable Neighborhoods

Using the [Walk Score website](#), which evolved over the last couple of years, visitors and residents can quickly identify how any Durham neighborhood would rank for walkability.

[Downtown Durham](#) is rated a “walkers' paradise” and other areas in Durham also score highly.

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### New Video Illustrates Duke Medicine & Overarching Durham Brands

These two brands, each overarching, go hand in hand and a [new video](#) by [Duke Medicine](#) is a poignant illustration of the many reasons to believe Durham is “Where Great Things Happen!”

- Duke Medicine is an overarching brand conceptually integrating [Duke University Health System](#), [Duke University School of Medicine](#), and [Duke University School of Nursing](#).
- The Durham brand is an [overarching brand](#) embracing all Durham-based assets such as Duke Medicine, and giving every messenger a common and consistent voice.
- Both the Durham and Duke Medicine brands spring from intrinsic community values that make the community distinctive such as; innovation, creativity, caring, unpretentiousness, and passion.
- The two brands are interwoven. Durham is the home to Duke Medicine with branches in other cities and across the world. Duke Medicine’s origins and foundation have evolved and thrived in Durham’s innovative climate.



[click to view video](#)



## Onlyburger.com - Very Tweetable Food

Innovation may be one of the reasons Durham is the Foodiest Town In America. But the innovation doesn’t stop with the food itself.

[Only Burger](#), a collaboration by Sam Poley (former executive chef at Starlu), Tom Ferguson (Durham Catering), and Brian Bottger moves around town, sometimes several locations in a day, [using Twitter](#) to signal to foodies. You also see Only Burger at places like [Earth Day](#) and this weekend at [Bimbé](#).



## Lordy, Lordy, Bimbé's 40!

Celebrating its 40 year anniversary, Durham's [Bimbé Cultural Arts Festival](#) occurs in the center of Downtown Durham this weekend, sponsored in part by [Durham Parks and Recreation](#). Bimbé is a family celebration with roots as a West African festival of harvest and celebration.



Each year after the harvest, entire villages would gather to give thanks through dance, praise, and feasting. On Saturday, May 16, from 12 p.m. until 9 p.m., festival-goers can gather to see an eclectic mix of music and dance celebrating African-American traditions. A Bimbé Marketplace will also be set up for visual artist exhibits and other vendors.

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AN ACCREDITED DESTINATION MARKETING ORGANIZATION

101 East Morgan Street, Durham, NC 27701 USA  
(919) 687-0288 | (800) 446-8604  
TDD (919) 688-8680 | FAX (919) 683-9555

[www.durham-nc.com](http://www.durham-nc.com)

