



For Immediate Release
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Plimoth Plantation Best New England History Museum

**Yankee Magazine Announces 2011
“Best of New England—Reader’s Choice” winners**

Plimoth Plantation, Plymouth, MA, March 21, 2011 — Yankee Magazine’s readers have named their favorite destinations for travel, food, and attractions in the second annual “Best of New England — Readers’ Choice” survey. The winners include readers’ favorite weekend and vacation getaways, outdoor and cultural attractions, and destinations for iconic New England food. The list is published on YankeeMagazine.com. Plimoth Plantation in Plymouth, Massachusetts was a winner for favorite History Museum in New England.

For over 75 years, Yankee Magazine has served as the authority on New England travel. It’s no surprise that our readers are passionate about exploring this region,” says Heather Atwell, communications manager for Yankee Magazine. “This is the second year we’ve asked them for their favorites in New England, and they answered enthusiastically. We’re happy to share the ‘Best of New England’ according to Yankee Magazine’s readers.”

This year’s picks include categories such as favorite ski resort, amusement park, and children’s museum. New to the survey this year is favorite regional destinations based on season.

Yankee Magazine is the only magazine devoted to New England through its coverage of travel, home, food, and feature articles. It has a paid circulation of more than 350,000 and a total audience of nearly 2 million readers. For 34 years, Yankee Magazine’s Travel Guide to New England, published every May, has been the most widely distributed and best-selling guide to the six-state region, providing readers with a comprehensive vacation-planning tool and daily reference. A



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hallmark of that issue is Yankee's "Editors' Choice" picks, in which Yankee's editors share their favorite travel establishments with readers. For the "Best of New England — Readers' Choice" list, it's Yankee's readers who get to share their favorite picks.

"We are honored and delighted to receive this recognition, especially because it comes directly from our guests – the people who have visited Plimoth Plantation, enjoyed having fun here with their families and friends, and then chose to recommend the Museum to others," said Ellie Donovan, Plimoth Plantation Executive Director. "We just re-opened for our 64th season, and receiving a Reader's Choice award from Yankee Magazine is a great way for us to kick off the new year and remind us all that the guest experience is at the heart of our work."

Best of New England — Readers' Choice
Cultural Attractions

Art Museum: Museum of Fine Arts, Boston, Massachusetts; <http://www.mfa.org>

Children's Museum: Boston Children's Museum, Boston, Massachusetts; <http://www.bostonchildrensmuseum.org>

History Museum: Plimoth Plantation, Plymouth, Massachusetts; <http://www.plimoth.org>

Science Museum: Museum of Science, Boston, Massachusetts; <http://www.mos.org>

Historical Attraction: Freedom Trail, Boston, Massachusetts; <http://www.thefreedomtrail.org>

Music: Tanglewood, Lenox, Massachusetts; <http://www.bso.org>
For more information visit: <http://www.yankeemagazine.com/issues/2011-03/interact/10things/readers-choice-2011>

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About Yankee Magazine: Yankee Magazine was founded in 1935 and is based in Dublin, New Hampshire. It is the only magazine devoted to New England through its coverage of travel, home, food, and feature stories. It is published by Yankee Publishing Incorporated (YPI), a family-owned,

independent magazine publisher. In 2011, Yankee Magazine was named a finalist in the national City and Regional Magazine Association's annual awards in four categories: General Excellence, Excellence in Writing, Photography, and Multimedia. 2010 marked Yankee Magazine's 75th anniversary as New England's magazine. YPI also owns the nation's oldest continuously produced periodical, The Old Farmer's Almanac. More information about Yankee: New England's Magazine is available at: YankeeMagazine.com/press

About Plimoth Plantation

Plimoth Plantation is a 501 (C-3) charitable organization and a bicultural, 17th-century living history museum dedicated to the powerful story of the Native Wampanoag and English Colonist Pilgrims of 1600s Plymouth, Massachusetts. Located an hour south of Boston in Plymouth, (Exit 4, Route 3 south) and 20 minutes north of Cape Cod, the museum is open daily from 9 am, to 5 pm, 7 days a week, from March 19, through the end of November 2011. Plimoth Plantation is a private, non-profit educational institution supported by admission fees, contributions, memberships, function sales and revenue from our varied dining programs/services/ special events and museum shops. Plimoth Plantation is a Smithsonian Institution Affiliate Museum and receives support from the Massachusetts Cultural Council, The Federal Institute of Museums and Library Services, The Massachusetts Endowment for the Humanities, private foundations, corporations, and local businesses. Plimoth Plantation was the 2011 recipient of the Commonwealth Award for Creative Learning—the highest honor for the humanities in the Commonwealth of Massachusetts. For more information visit: www.plimoth.org.