



Discover Greensboro, North Carolina

Centrally located in North Carolina's picturesque heartland, [Greensboro](#) offers all the amenities of a big city but has the small town feel that makes you feel right at home. Come and experience the city's friendly Southern charm through its many attractions and events. Uncover centuries of historic treasures. Immerse yourself in a vibrant arts and cultural scene and meet the makers behind all kinds of artisan goods. Watch athletes compete for a chance to make their biggest dreams come true. People come to Greensboro and always find something to love.

Take center stage

The Greensboro Coliseum Complex is bringing two new event spaces to the city. The [White Oak Event Space](#), located in a renovated portion of the former Canada Dry bottling plant, is a dynamic venue with flexibility to host a wide variety of events and complement the adjacent White Oak Amphitheatre. Scheduled to open in spring of 2020, the state-of-the-art [Steven Tanger Center for Performing Arts](#) will host events ranging from touring Broadway productions, concerts, Guilford College's Bryan Series speakers, Greensboro Symphony Orchestra performances, Greensboro Opera productions, comedy shows, and family entertainment.



Find the right fit in Jeansboro



Denim, a simple cotton fabric, helped make Greensboro a city of the New South. Iconic companies including Cone, Blue Bell, and Wrangler produced millions of yards of denim for over 120 years, turning Greensboro into the denim capital of the world.

Today, these textile traditions remain a part of the city's heritage. Kontoor Brands, which owns Wrangler and Lee, is already developing deep roots in the community with the opening of [Lee + Wrangler Hometown Studio](#). The store features the brands' most popular collections and special collections available online. [Hudson's Hill](#), a

local downtown store pays homage to Greensboro's rich history producing 100% handmade, small batch clothes that are historically inspired. All equipment is original Singer machinery dating back to the 1920s.

Coming soon to Tournament Town

Witness the brilliance, power, and breath-taking beauty of live figure skating in January 2020 at the Greensboro Coliseum Complex. Thanks to the city's generous hospitality and community support, Greensboro was selected to host the [U.S. Figure Skating Championships](#) for the third time since 2011.



Experience March Madness in 2020 as Greensboro will host a major basketball tournament for three straight weeks: the [ACC Women's Tournament](#), [ACC Men's Tournament](#), and [NCAA Div. I Men's First and Second](#)



Take a stand by sitting down



The courageous actions of four African-American students from North Carolina A&T State University on February 1, 1960, are well known for igniting the non-violent sit-in movement. [The International Civil Rights Center & Museum](#) upholds the legacy of Franklin McCain, Joseph McNeil, Ezell Blair, Jr. and David Richmond, known as the A&T Four, by chronicling the civil rights movement's historical and contemporary effects, and bringing down barriers of all kind that divide and weaken us as human beings. 2020 will be a year packed with significant anniversaries for Greensboro's place in civil rights history. The Museum will be celebrating the 10th anniversary of its opening as well as the 60th anniversary of the famous Greensboro sit-ins.

Visit the house that soul built

The Magnolia House Motel, the only motel between Atlanta, Georgia and Richmond, Virginia where African Americans could stay during the period of segregation in the 1950s, recently reopened its doors to the public as the [Historic Magnolia House](#). The property was recognized as a highly recommended place to stay in six editions of The Green Book. The Magnolia hosted many famous guests over the years including Ray Charles, Jackie Robinson, Ike and Tina Turner, Louis Armstrong, James Brown, Carter G. Woodson, and James Baldwin. Today, the Magnolia is one of very few Green Book sites to continue to operate within their historic context.



Grow and learn with the whole family



Family fun is something Greensboro prides itself on and is taking to the next level with the expansion plans of the [Greensboro Science Center](#), which offers multiple attractions at one destination – an aquarium, science museum, zoo, and treetop adventure park. The Center is fulfilling its vision to become the leading science attraction with a slew of new projects including the new SAIL Center, a multipurpose event space that regularly hosts Science Trivia Nights and Science Cafes, and the one-of-a-kind Rotary Club of Greensboro Carousel, which will open in winter 2019.

In spring of 2020, the Cole Family Butterfly House and Monarch Conservation Project and a new outdoor Komodo dragon exhibit are planned to open to the public. This series of expansions will culminate with a new Malayan tiger exhibit, cassowaries, pygmy hippos, and more at Revolution Ridge: Life on the Edge, which will double the size of the Science Center's zoo and lead into the Science Center's next 10-year masterplan - *The Gateway Project: Opening Minds and Building Futures through Science and the Arts*.

The theme of the new project will exemplify the intersection of art and science. New features and exhibits to look out for with the new Gateway Project include, "Wunderworld," which will allow guests to explore the subterranean world, "It's a Slow World," featuring animals such as sloths and tortoises, and the "Insectarium." Immersive experiences will take a major role with "Domes of Discovery" throughout the zoo and suspended multimedia displays to facilitate interactive storytelling, nature play zones, and architectural gateways and art throughout the Center.



The Greensboro Area Convention and Visitors Bureau gladly assists qualified media interested in experiencing and providing editorial coverage of our area.

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