



MEDIA RELEASE

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FOR IMMEDIATE RELEASE

FAMILY CIRCLE MAGAZINE rates NOVI among the TEN BEST TOWNS AND CITIES FOR FAMILIES

Data Driven Survey Reveals the Best Communities across the Country

NOVI, Michigan, July 6, 2011 – Family Circle Magazine, one of the most widely read monthly magazines around the globe, with a circulation of 3.8 million and more than 20 million readers, has announced the results of its exclusive survey identifying **Novi as one of the top ten best towns and cities across the country for families**. The top ten communities featured in this annual review of ideal places to call “home” combine affordable housing, good neighbors, green spaces, low crime rate, strong schools, and giving spirits. The results of the comprehensive survey appear in *Family Circle’s* August 2011 issue, on newsstands now.

Family Circle partnered with Onboard Informatics, a New York City research firm that provides real estate, demographic and other data, to assemble an initial list of 2,500 cities and towns with populations between 15,000 and 150,000. From that, nearly 1,000 localities were selected with a high concentration of households with median incomes between \$55,000 and \$95,000. They then assessed which places best met their family-friendly criteria — including affordable homes, quality schools, access to health care, green space, low crime rate and financial stability — and ranked them from top to bottom. *Family Circle* selected the ten winners from among the highest-rated towns.

In addition to the attributes stated as rating criteria, Novi was hailed for its cultural diversity,

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youth engagement, and progressive thinking. The article states, "With the word "Welcome" inscribed in 25 languages, it's a symbol of the diversity that distinguishes this fast-growing Detroit suburb," referring to the hall at Novi High School.

The City of Novi has conducted three surveys of its own over the past six years, with the most recent in October 2010. When polled by the National Research Center, a leading research firm known for its comprehensive studies of citizen perceptions and views, 93 percent of respondents rated Novi's quality of life as "Excellent" or "Good. Novi residents also rated their community much above the national average in overall appearance, quality of new development, public safety, shopping opportunities, access to affordable quality healthcare, education, as a place to raise a family, as a place to retire, and openness and acceptance of people of diverse backgrounds.

"When choosing a place to live, people choose what is best for their family," notes Novi Mayor David B. Landry. "That includes great schools, affordable homes, safe neighborhoods, plenty of parkland, and economic opportunities. Combine that with an environment which is welcoming to all cultures and happens to be in a great location and you have Novi. It is a great honor to be recognized among the nation's best and celebrate all our community members who truly give Novi its "heart."

To read more about this national recognition, pick up a copy of Family Circle's August 2011 issue on newsstands now. And, remember to join the Novi community at one of the many family-friendly events scheduled this summer, including the Sizzling Summer Art Series and the Ethnic Taste and Tunefest – all at Fuerst Park, located at Ten Mile and Taft Roads in the heart of Novi. For more information, visit cityofnovi.org.

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