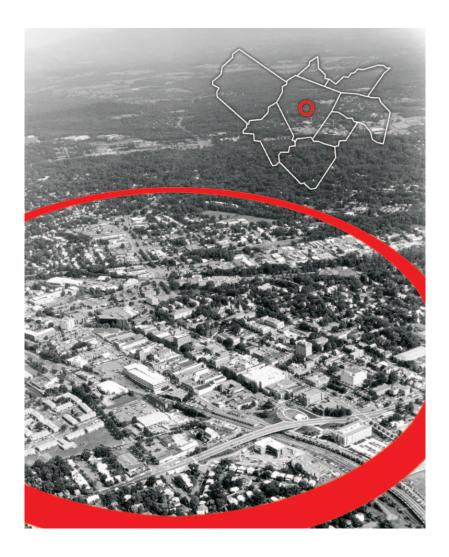# WHY
CHARLOTTESVILLE?

Although it covers just 10.4 square miles, Charlottesville has been making history since the 1700s. Thomas Jefferson was not only born here in Albemarle County, but he also established the prestigious University of Virginia here in 1825. Today, the University and Jefferson's house, Monticello, are world-famous draws to the area. Building on that rich history, Charlottesville has become a cosmopolitan town whose excellent schools, comfortable climate, and wealth of outdoor sports continue to make it a "Dream Town" (*Outside* magazine) and a "Best Place to Live" (*Money* magazine).

A lot has happened since Thomas Jefferson called this place home. Now, the metropolitan area includes such current notables as John Grisham, Sissy Spacek, Dave Matthews, and about 160,000 others. And no weekly newspaper reaches out to them like The Hook.

METRO POPULATION: 159,576
MEDIAN HOUSEHOLD INCOME: $44,452
MEDIAN RESIDENTIAL SALES PRICE: $199,500
(2000 Census; Charlottesville Area Association of Realtors)