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**PRESS RELEASE**

**Contact:**

Logan Stewart

704.323.2486

logan.stewart@orthocarolina.com **FOR IMMEDIATE RELEASE**

 **ORTHOCAROLINA PARTNERS WITH ROOTSRATED**

*Website features Charlotte-area outdoor experiences expertise*

**CHARLOTTE, N.C. (October 22, 2015)** – OrthoCarolina has partnered with [RootsRated](http://www.rootsrated.com/) for a new online feature that connects users with the best outdoor experiences in and around Charlotte, hand-picked by local outdoor retailers and their networks of local experts. [Charlotte](https://rootsrated.com/charlotte-nc) is the newest subsection of an already robust, content-rich site that offers the best in up-to-date information for on-the-go outdoor enthusiasts.

RootsRated shares exclusive stories and reviews about the best trails, runs, routes, crags and more in each of its destination cities, written by local writers and vetted by local outdoor experts. Designed to deliver the best knowledge of the great outdoors both on the web as well as mobile, this online media platform takes the reader on a journey into the wilds of their own communities and beyond before they even set foot on their first adventure.

"Outdoor recreation is a great way to stay active and healthy," says Fynn Glover, founder and CEO of RootsRated. "Charlotte is metropolitan but also teeming with outdoor adventure, so we’re thrilled to add it to our list of destinations and partner with OrthoCarolina to offer the best knowledge in outdoor experiences in the area.”

[More: rootsrated.com/charlotte-nc](https://rootsrated.com/charlotte-nc)

**About RootsRated**

[RootsRated](https://rootsrated.com/) is a platform that connects people and brands through the curation of original content about the best outdoor experiences, handpicked by local outdoor experts and written by professional writers.By utilizing local experts across the country, they bring to light [the most interesting stories](https://rootsrated.com/stories) from their outdoor communities. RootsRated also provides sponsored content and subscription-based content licensing to major brand partners in the outdoor, travel, and healthcare industries, including Marmot, Merrell, Outdoor Research, Utah Office of Tourism, BlueCross BlueShield of Alabama and OrthoCarolina. Founded in 2012, the company is one of the fastest growing media platforms in the outdoor industry. More: [rootsrated.com](http://www.rootsrated.com/).

 **About OrthoCarolina**

OrthoCarolina is one of the nation’s leading independent academic orthopedics practices serving North Carolina and the Southeast since 1922. OrthoCarolina provides compassionate and comprehensive musculoskeletal care including operative and non-operative care, diagnostic imaging and rehabilitative therapy. Widely known for musculoskeletal research and training, OrthoCarolina physicians have specialized expertise in foot and ankle, hip and knee, shoulder and elbow, spine, sports medicine, hand, pediatric orthopedics, and physical medicine and rehabilitation. Our 130

OrthoCarolina physicians see nearly one million patient visits throughout western North Carolina each year.

OrthoCarolina. You. Improved.

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