

THE 18 COOLEST TOWNS IN AMERICA

Men's Journal

LIVE THE INTERESTING LIFE

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A GLOBAL WARMING TRAGEDY

**The Quick,
Violent Death
of Yellowstone**

**Can Baseball's
Biggest Brain
Save Its Worst
Team?**

**Build a
Better
Kitchen**

20 TOOLS TO
MAKE YOU
A BETTER
COOK

**Train for a
Triathlon in
10 Weeks**

**Golf
Gone
Wild**

- EXTREME COURSES
- HI-TECH GEAR
- KILLER WORKOUTS

**Jake
Gyllenhaal**

**The Barefoot-Running,
Hill-Attacking Life
of the Fittest Guy in Hollywood**

state, and, of course, a fly shop.

GROW THE RIGHT WAY

GREENVILLE, SC

Booming Greenville has a lot to beat its chest about. The North American home of BMW and Michelin, it boasts a revitalized, pedestrian-friendly old downtown with a cool throwback ballpark, all linked by free trolley service; a zealous cycling community; and a group called Upstate Forever that keeps a watchdog's eye on open space and clean waterways. But the most telling recent development is the NEXT Innovation Center, where tech start-ups, entrepreneurs, and even angel investors rent and share space, coffee, and brainpower. The creative vibe here is so strong that walls are covered with writable surfaces so eureka's can get scribbled down anywhere, anytime.

GO GREEN