

For Immediate Release

June 13, 2022

Wickford Village, Best Historic Small Town Winner (USA Today)

Wickford has been voted the "Best Historic Small Town" by USA Today's Readers Choice Contest!

On May 10th, Lori Lyons (head of PR for "I Love Wickford Village", the social media platform of the Wickford Village Association) was notified by North Kingstown's Town Historian, Tim Cranston, that Wickford was in the running for '[Best Historic Small Town](#)' by USA Today and had an 11th place standing. The winner would be elected through an open voting forum on the national news outlet's website.

Lori immediately developed a strategy to share the news and put out a *call to action* to ILWV's thousands of followers on [Facebook](#) and [Instagram](#) to go and vote for their beloved "Happy Place".

Within one day, their ranking climbed from 11, to 9, to 7... up up up... and within a week was at number 3. Wickford held tight for a few days in third place. She continued to recruit the help of popular Rhode Island bloggers and other social media admins, both locally and all over New England, to help spread the word. After all, Wickford was the only nomination from RI, MA or CT! [HistWick](#) (Historic Wickford Inc.) got on board and asked their members to vote. The WVA (Wickford Village Association) reached out to the North Kingstown Chamber of Commerce, the Plum Beach Garden Club, RI Commerce Corporation, Visit Rhode Island, and the Town of North Kingstown to also share the news. Many town officials and countless businesses then shared it with their audiences as well. It truly took a village!

Wickford finally slid into #2, with Abilene, KS respectfully at the lead. During the final week of voting there was an even bigger push and *constant* effort with even more social media posts and stories, emails, direct messages and texts to RI influencers to gain more momentum. Local followers were now texting each other the link reminding folks to vote and sharing the many daily social media reminders. On June 6th, voting closed and the suspense was palpable!

How delighted everyone was when the editors of USA Today reached out to the North Kingstown Town Manager, Ralph Mollis, to share the good news that the votes had been tallied and Wickford, RI had surpassed Abilene, KS (Rhode Island is about 78 times smaller than Kansas!), had slid into first and was, in fact, the "Best Historic Small Town" in the USA!!! That's right, our little Rhody gem beat out the star of the grand state of Kansas!

"The ripple effect from this national exposure will be invaluable for both the local, and statewide, economy. Although we were confident and knew all along that Wickford is special, it's nice to be validated and realize others feel the same. From the bottom of our happy hearts, we thank all the local love that has poured in to put Wickford at the top. We are lucky to call Wickford home."

commented Lori Lyons, owner of [Beauty and the Bath](#) and PR representative for the [Wickford Village Association](#).

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