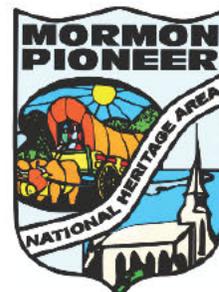


# MORMON PIONEER NATIONAL HERITAGE AREA (MPNHA)

## FOR IMMEDIATE RELEASE

**WHAT:** "Discovery Road" local television series, Episode 3  
**WHEN:** 7:30 p.m., Sunday, Dec 2, 2012  
**WHERE:** KJZZ Television, Channel 14  
**CONTACT:** Monte Bona, MPNHA Executive Director  
801.699.5065  
montebona@hotmail.com



## **"Discovery Road" takes viewers to gateway to history, culture and fun**

FAIRVIEW, Utah — The third episode of the heritage-themed television series "Discovery Road" will take viewers to the small town of Fairview in Sanpete County, where they will find a gateway to the area's history and heritage, as well as to its present-day recreational opportunities.

The episode will air Sunday, Dec. 2, at 7:30 p.m. on KJZZ TV Channel 14.

The series examines the culture and history along U.S. Highway 89 through the Mormon Pioneer National Heritage Area in central and southern Utah through the eyes of the riders in a "55 Pontiac named "Love Me Tender" (or, as its decorative license plate reads, "♥Me10dr").

But for the trip to Fairview, hosts James Nelson and Gena Persinger take a different vehicle, an SUV, appropriate for travel in mountains and snow, should they encounter any.



Exhibits at the Fairview Museum of History and Art illustrate various aspects of life and culture of central Utah's pioneer past. Two such displays include (left) an antique washing machine and (below) a replica of an old-west town.



Fairview—at 6,000 feet elevation—is an entrance to the mountains of the Manti-LaSal National Forest—reaching up to 11,000 feet—and the famed Skyline Drive, which is becoming a popular venue for winter sports. The Wasatch Front has skiing and snowboarding, but Skyline Drive is world-renowned for snowkiting and snowmobile riding. The Drive is also part of the Great Western Trail, a nearly 4,500-mile trail system forming a continuous motorized and non-motorized corridor which traverses five states from the U.S.-Canada border to the U.S.-Mexico. But that's not what our hosts go to Fairview to see.

As Persinger picks up Nelson for this episode's journey, she tells him she's on a mission to uncover a few stories she's been asked about as the show's co-host—namely, more about the area's pioneers, its ghost towns, and controversial historical figure John D. Lee.

Nelson knows where to find answers: The Fairview Museum of History and Art.

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On the way, they don't encounter much snow; rather, they experience the beautiful landscape and clear blue skies of the Sanpete valley. Horses and riders experience the same thing, examples of the valley's rural, good-weather recreation.

They note what MPNHA Executive Director Monte Bona also describes: "The peace and calmness of the Sanpete valley, along with its wealth of outdoor activities in both sun and snow, make it truly a place for all seasons."

The Fairview Museum offers them a wealth of information about Sanpete's past. They see many artifacts, art, pictures and other information that illustrate the pioneer, frontier heritage of the area — just what they came to see.

(While they focus on Sanpete's recent past, the museum's main attraction—one not featured in the episode — is the full-scale replica of the skeleton of a Columbian Mammoth found just a few miles away in Huntington Canyon, very close to Skyline Drive. It is the most complete such skeleton — 95 percent intact — of any found in the Intermountain West.)

"Fairview Museum has thousands of artifacts, stories and displays for the visitor to enjoy," says Nelson, who is the show's producer as well. "'Discovery Road' found this stop one of the more enjoyable on its most recent trek down Heritage Highway 89."

As the hosts peruse the museum, they are reminded of another repository of the area's pioneer past, the Mormon Pioneer Heritage Institute at Snow College, under whose auspices the "Discovery Road" series is presented.

One of the Institute's missions is to copy and archive every type of historical document, in addition to its goal to provide opportunities for students in all kinds of subjects that are connected to history or heritage in any way.

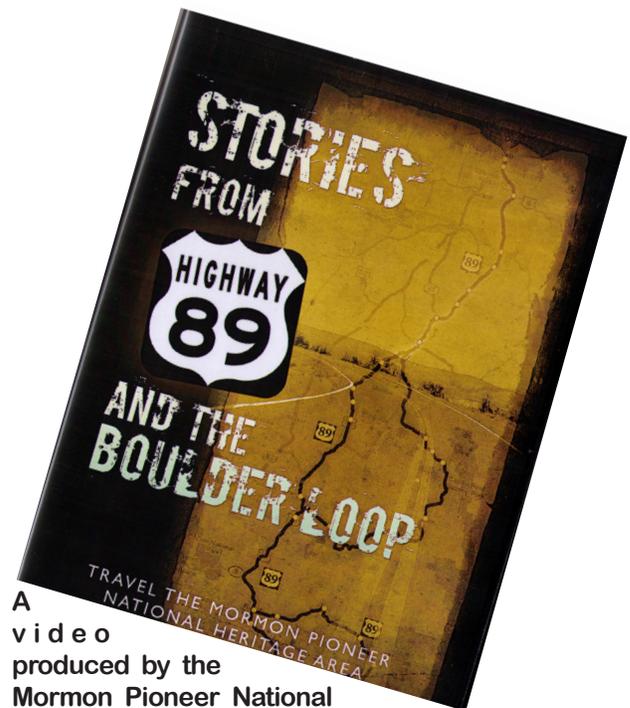
"Our road show brings the countless stories, culture and heritage of U.S. 89 forward. Snow College makes sure they have a permanent home and that young people find interest in the past," Nelson says.

Some of those stories appear in another MPNHA-produced video, "Stories from Highway 89 and the Boulder Loop." (The Boulder Loop is comprised of All-American Road State Route 12 and Scenic Byway State Route, also in the MPNHA).

The video has segments on the very things Persinger and Nelson set out to discover—pioneers, ghost towns and John D. Lee, the man convicted and executing for allegedly masterminding the Mountain Meadows Massacre of 120 non-Mormon pioneers in 1857.

"'Stories from Highway 89 and the Boulder Loop' is a marvelous collection of television sto-

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**A video produced by the Mormon Pioneer National Heritage Area tells some of the significant stories that emerge from the history and culture of central and southern Utah along U.S. Highway 89, All-American Road Route 12 and Scenic By-way Route 24. the DVD could make an excellent gift this holiday season for the history buff on your gift list.**

ries we are excited to reprise in our Discovery Road broadcast,” Nelson says. “It’s like opening up a book about the old west, and this time we had a front-row seat to the mystery and inspiration on screen.”

The video also contains segments about Butch Cassidy and the Sundance Kid, Kanab’s “Little Hollywood” including an interview with Charlton Heston, and artists Avarad Fairbanks and Maynard Dixon.

MPNHA Director Bona says, given the time of year, the video could make an excellent Christmas gift for the right person. It can be ordered by calling 801-699-5065 or sending an email to montebona@hotmail.com.

The video was made in conjunction with the MPNHA’s efforts to bring the world to central and southern Utah as long as they were “in town” in Salt Lake City for the 2002 Winter Olympics.

“Our job for this episode of ‘Discovery Road’ was to set the stage for the programs produced in preparation for visitors during the 2002 Olympic Winter Games,” Nelson says. “We did it by traveling along Highway 89 and stopping at historic outposts and museums. Just as visitors discovered a decade ago, we found that any time of year a road trip is worthwhile and a carload of fun.”

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**\*The Mormon Pioneer Heritage Area (MPNHA) is a federally designated area of central and southern Utah running along the beautiful and historic U.S. Highway 89 — including the All-American Road Utah State Route 12, and Capitol Reef Scenic Byway Utah State Route 24, which both intersect with U.S. 89 and together form the MPNHA’s Boulder Loop. The area includes the counties of Sanpete, Sevier, Piute, Wayne, Garfield and Kane.**

**The Utah Heritage Highway 89 Alliance is the local coordinating entity of the MPNHA and receives annual funding from the National Park Service. Its purpose is to preserve, tell and interpret the stories, history and heritage of the area, and to promote its culture and value.**