

Raton Brand Essence Statement Final Edits...

VERSION 1

Raton is the gateway to your next adventure! Located at the base of the Raton Pass, the highest point along the historic Santa Fe Trail, Raton is a small town tucked away in the foothills of the Sangre de Cristo Mountains in the northeastern part of New Mexico.

Raton sits at a perfect distance for access to regional fun while being far enough away from the hectic lifestyle of bigger cities. Many travelers enjoy our amenities and the ease of being at a crossroads between New Mexico, Texas, and Colorado. Residents love the perks of a small town, coupled with *just the right amount* of activities and history to enjoy a rich, full life.

With four seasons, clean air, and crystal waters, Raton's amazing climate and beautiful vistas create a fantastic living environment. Wildlife and public lands call to outdoor enthusiasts. As a hometown fusion of cultures—*forged from our mining history*—historic and cultural sites and activities offer unique experiences for visitors and residents alike. Our simple pace of life and affordable living are attractive to many retirees. A horizon of business potential spans our safe, friendly town. Raton is wide open; a place to relax. Stay a day, a week, or a lifetime.

VERSION 2

Raton, *Your Pass* to adventure! Located at the base of the Raton Pass, the highest point along the historic Santa Fe Trail, Raton is a small town tucked away in the foothills of the Sangre de Cristo Mountains in the northeastern part of New Mexico.

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Raton, *Your Pass*!