

# Discover Genuine Montana

What is Genuine Montana?

Genuine Montana is a distant wolf's howl drifting over a tent in an untamed wilderness that stretches beyond the imagination. It's a wooden boat drifting silently past a moose at sunrise. It's riding on an unaltered landscape of high plains as they explode into the jagged peaks of Montana's Rocky Mountain Front. It's an unbridled frontier, largely unchanged by man.

Genuine Montana has a heritage, forged from this wild land through great struggle. Some chapters are well-known, written by Lewis and Clark as they battled a grizzly bear near today's downtown Great Falls or during their three week struggle to conquer the mighty Missouri River. Other Genuine Montana stories capture our imagination such as the "Cowboy Artist" Charles Russell as he depicted the region's wild beauty and Native American inhabitants through his art in the early 1900's. Some stories are waiting to be discovered from talking to the colorful and friendly locals such as a fourth generation rancher with a face as weathered as the landscape.

Many of our wild places have been lost. They have given way to big cities, rustic-themed resorts or exclusive developments. Yet something in us still seeks out these wild places, these great adventures, these genuine experiences. They are waiting for you here. This is the Montana that you imagine; this is Genuine Montana.

What will you discover in Genuine Montana? If you are fortunate, you will discover yourself.