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**GREAT FALLS, MONTANA: ROOTED IN HERITAGE, RISING WITH OPPORTUNITY**

**Discover a city where history, adventure, and opportunity converge, the pioneering spirit of Montana thrives, and life is lived with authenticity and purpose**

(GREAT FALLS, Mont.) – [Great Falls](#) is a way of life. Situated at the confluence of the Missouri and Sun Rivers, and surrounded by four mountain ranges, this unassuming yet dynamic city blends history, industry, and creativity in a way that is uniquely Montana. With a spirit that values hard work, authenticity, and connection to the land, Great Falls offers an unparalleled experience for visitors, residents, and businesses alike.

**A Destination for Every Explorer**

Outdoor adventure is woven into the fabric of Great Falls. The Missouri River tumbles over five waterfalls within a 10-mile stretch, losing over 600 feet in elevation—a stunning sight that has captivated explorers for centuries. The 53-mile [River's Edge Trail](#) seamlessly connects nature and culture, winding through parks, past murals, and along the riverbanks. Anglers, paddlers, and mountain bikers will find endless opportunities to experience Montana's legendary wilderness, while skiers and snowshoers embrace the region's winter beauty. Here, the outdoors isn't just a backdrop—it's a way of life.

Perfectly positioned between [Glacier National Park](#) (2.5 hours north) and [Yellowstone National Park's North Entrance](#) (3.5 hours south), Great Falls is an ideal basecamp or layover for park-bound travelers. The scenic journey offers breathtaking contrasts—from rolling Great Plains to river valleys, National Forests, and multiple waterfalls.

**A Cultural and Artistic Capital**

As home to the renowned [Western Art Week](#) (March 19-23, 2025), Great Falls holds its place as the Western Art Capital of the World. The [C.M. Russell Museum](#), honoring

“America’s Original Cowboy Artist,” showcases the most intimate collection of his works and celebrates the city’s deep connection to Western heritage. It is home to an expansive art collection and includes interactive exhibits like [Tales from the Saddle: Come Ride Along](#) – a collaboration with the [Montana Cowboy Hall of Fame](#), a sculpture garden, educational programs, and a research center.

More than 50 public murals and a thriving local arts scene add color and character to the community, where creativity flourishes alongside tradition. Whether experiencing live symphonies, Native American art, or the [Downtown Art Walk](#), visitors and residents find inspiration in every corner of Great Falls.

### **A Community Rooted in Authenticity & History**

Great Falls isn’t just a place—it’s a community built on resilience, honesty, and collaboration. The Lewis & Clark Expedition spent 31 days here in 1805, awed by the region’s grandeur. Today, visitors can walk in their footsteps at the [Lewis and Clark Interpretive Center](#) or visit Sulphur Springs, where Sacagawea is believed to have healed from an illness. The [First Peoples Buffalo Jump State Park](#) offers a glimpse into Indigenous history, while the [Malmstrom Museum & Air Park](#) showcases Great Falls’ military heritage and current minute-man missile mission.

More than its storied past, Great Falls is where people put down roots, drawn by a strong sense of belonging. It’s a city where neighbors know each other, a slower pace of life allows for deeper connections, and the pioneering spirit still thrives. Whether gathering at local breweries, cheering on hometown sports teams, or enjoying a riverside sunset, the people of Great Falls take pride in their home and heritage.

### **A Hub of Economic Growth & Opportunity**

Great Falls is a city that believes in doing things the right way, not just the easy way or the quick way. With a diverse economy spanning healthcare, education, advanced manufacturing, and agriculture, there’s no shortage of career and business opportunities here. Research in food production and healthcare innovation is shaping the future, while the city’s blue-collar roots ensure that craftsmanship and quality remain at the forefront. Living costs remain below the national average, and lodging options offer significant value—often 15-48% lower than other Montana cities. In a time of rising travel and living costs, Great Falls provides an affordable yet enriching alternative.

### **Experience the Best of Montana**

Great Falls is where adventure, culture, and opportunity converge. This city values hard work and artistic expression in equal measure, where history and modern industry

coexist, and a community welcomes all who seek an authentic Montana experience. Whether visiting, relocating, or investing, those who come to Great Falls find more than just a place—they find a way of life.

For additional information or to begin planning an adventure to Great Falls, go to [visitgreatfallsmontana.org](http://visitgreatfallsmontana.org).

For photos [CLICK HERE](#), credit to Visit Great Falls.

### **ABOUT GREAT FALLS:**

Located at the transition of the Rocky Mountains to the Great Plains, Central Montana's Great Falls (pop. 60,000) is characterized by the namesake waterfalls of the Missouri River, an abundance of scenic beauty and year-round outdoor recreation, a thriving arts & culture scene, deep cultural and historical significance, and a community and economy that is as welcoming to visitors as it is conducive to business. Nicknamed "The Electric City" due to the power generated by the turbulent waters of the Missouri River, Great Falls is situated between Glacier National Park (2.5 hours north) and Yellowstone National Park's North Entrance (3.5 hours south), making it an ideal basecamp or layover for exploring two of the country's top National Parks. With direct flights into the Great Falls International Airport from six major markets, including Denver, Salt Lake City, Seattle, Phoenix (Mesa), Minneapolis, and Las Vegas, getting to Great Falls is a breeze. For more information or to begin planning a trip, visit [visitgreatfallsmontana.org](http://visitgreatfallsmontana.org).

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