



Hot in the city.

Heat advisory predicted today.

It will be steamy in South Carolina's capital, with no end in sight to the warming trend in this Southern city where sparks are always flying. Along the river, the Vista will be its usual hotbed of activity, with shrimp and steaks sizzling, and martinis with a kick. Around the corner there's sure to be hot blues or jazz playing, athletes burning up the court and field. This is a university and college city—adding heated academic debate and discovery, and fiery music and art to the urban scene. Yes, Columbia's heat is legendary. We're proud of our simmer and spark, our firebrand history and bright, shining future. Now for a warm invitation...we invite you to Columbia to sample the sultry South, with generous helpings of Carolina hospitality.



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