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Camelback Mtn. on Monopoly board

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PHOENIX — Phoenix's Camelback Mountain has won a coveted spot on the newest Monopoly board game.

Camelback Mountain beat out 11 other major attractions and will occupy a red space formerly known as Kentucky Avenue.

Hasbro's newly released "Here & Now" edition of Monopoly puts a modern twist on the 1935 version by replacing the old streets with new sites. A city's place on the board was determined by online voting.

Phoenix Mayor Phil Gordon and officials at the Greater Phoenix Convention & Visitors Bureau launched an e-mail campaign in early May — urging their staff, friends and residents to vote after realizing that their city was woefully behind in online voting.

It worked with Camelback Mountain surpassing such other locales as Atlanta's Centennial Olympic Park, St. Louis' Gateway Arch, Miami's South Beach and Philadelphia's Liberty Bell.

The new version of Monopoly is scheduled to be in stores nationwide today.

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