



Contact: Mary Beecham
Public Relations Manager
Office: 678-297-2811
mary@awesomealpharetta.com

FOR IMMEDIATE RELEASE

The Alpharetta Convention and Visitors Bureau Holiday Promotion Is Its Biggest Ever

As the holiday season of 2010 wound down, the Alpharetta CVB was busy at work preparing to give away 28 prizes to an unprecedented 12 winners in its “Make it Merry with 12 Days of Giveaways” promotion. The excitement was palpable as over 250 entries were placed in the basket for the first drawing on January 3rd. The drawings continued daily through January 14th, over a weekend and then through the Atlanta Snow Storm of 2011, not missing a beat until all of the winning names had been drawn and posted on the Alpharetta CVB website. Winners were from Alpharetta, metro Atlanta and Georgia but also from Alabama, Florida, Kentucky, North Carolina and Tennessee.



Two lucky winners stop by the Alpharetta Welcome Center on Thursday, January 20, 2011 to pick up their prizes.
Pictured left to right: Betty Peyton, Janet Rodgers, ACVB President and CEO, and Penny Kumpf

“Our holiday promotion was a huge success, involving more visitors, more states and more sponsors than any previous holiday promotion,” says Janet Rodgers, President and CEO. “It is our mission to promote Alpharetta’s assets and that is exactly what ‘Make it Merry’ helped us accomplish. A big thank you goes to our great sponsors who made it all possible.”

“12 Days of Giveaways” Winners:

Maria Spezzia, Louisville, KY; Richard Solar, Atlanta, GA; Betty Peyton, Alpharetta, GA; Penny Kumpf, Atlanta, GA; Carolyn Harris, Hephzibah, GA; Kristy Hickey, Alpharetta, GA; Georgia-Ann Chulko, Decatur, GA; Kelly Bradley, Sandy Springs, GA; Jeri Bundrick, Seale, AL; Amy Warren, Wake Forest, NC; Cindy Haynes, Soddy Daisy, TN; Betsy Mishoe, St. Petersburg, FL

“Make it Merry” Sponsors:

52 Bistro, ACT1 Theater, Alpha Soda, Alpharetta Family Skate Center, The Cooler, Atlanta Marriott Alpharetta, Benihana, Buca di Beppo, Cabernet Steakhouse, Doubletree Atlanta Alpharetta Windward, Ed Isakson/Alpharetta Family YMCA, Extended Stay Deluxe – Alpharetta - North Point, Fairfield Inn & Suites by Marriott Atlanta Alpharetta, Hampton Inn - Alpharetta/Roswell, Hampton Inn and Suites – Alpharetta, Hilton Garden Inn Atlanta-North Point, Hotel Sierra, Hyatt Place Windward Parkway, LaQuinta Inn and Suites Atlanta Alpharetta, Motorcycle Safety Foundation, North Point Mall, Pappadeaux Seafood Kitchen, Studio Movie Grill, Talbots, TownePlace Suites by Marriott Atlanta Alpharetta, Vino 100, Wingate by Wyndham, Youthtopia Med Spa

Alpharetta Convention and Visitors Bureau

The Alpharetta Convention and Visitors Bureau serves as the destination marketing arm for the City, promoting tourism to Alpharetta, Georgia, and attracting visitors to all 23 of Alpharetta’s upscale and modern hotels. Visit awesomealpharetta.com for more information.

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