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FOR IMMEDIATE RELEASE

Spring: forward
With a **new** adventure in Alpharetta!

ALPHARETTA, GA (March – May 2011) Daffodils, azaleas and the sweet smell of magnolia in bloom mean that everything old is new again. And with the warmer weather and clear blue skies, there's no better time than now to take off for a *new adventure* in beautiful Alpharetta!

Escape into the welcoming world of the **American Girl Boutique and Bistro** (americangirl.com), featuring every girl's favorite new characters as well as outfits and accessories for the dolls they love. Kanani, the Girl of the Year for 2011, made her debut January 1st and we hear that she loves to share the spirit of her tropical island home. Plan your visit to find out more about her at one of the Girl of the Year celebrations, continuing through March. Make your reservations now for an American Girl hotel package (awesomealpharetta.com) at one of Alpharetta's 23 comfy and cozy hotels where your American girl, and her doll, will be treated to cookies and milk delivered right to her room, a doll-sized bed that she can take home with her and other special surprises. It's a princess experience without the princely sum.

If you and the kids are on overload, plan a new kind of outing that will de-stress the entire family. Take a rock climbing class at the **Ed Isakson/Alpharetta YMCA**. Race around a track in a formula go-kart or challenge yourself on the only indoor High Ropes Course in Georgia at **Andretti Indoor Karting and Games** (andrettikarting.com). Discover a new comedy act at the **Funny Farm Comedy Club** (funnyfarmcomedyclub.com), an all-ages club located inside Andretti. And make it a family weekend with an entertainment package (awesomealpharetta.com) that includes a hotel stay, Andretti Fun Pass and complimentary breakfast at a great price - family friendly indeed! For a hands-on experience your youngest ones will never forget, visit the weekend of April 30 when **Touch a Truck**, Alpharetta's kid-friendliest event, gives children an opportunity to explore their favorite life-sized toys.

Renew your artistic soul in Historic Downtown Alpharetta by exploring the work of local wood turners, glass artists, quilters and painters at the recently opened **Gallery 35** (gallery35.com) or the high end paintings and sculpture by nationally and internationally known artists at **Monfort's Fine Art** (monfortsfineart.com). On April 16 - 17, the **Alpharetta Arts Streetfest** will offer a celebration of the arts downtown where you'll enjoy great music and delicious food while browsing the outdoor galleries

filled with fine paintings, photography, pottery and jewelry. But your visit to Alpharetta would not be complete without a concert under the stars at **Verizon Wireless Amphitheatre** (vzwamp.com), featuring performances by the Grammy-winning Atlanta Symphony Orchestra and concerts by big name acts like the Eagles, Dave Matthews, Sugarland and Maroon 5. The new season begins in early spring so purchase a concert hotel package (awesomealpharetta.com) and your tickets now!

Perhaps your idea of adventure is finding a delicious meal – a perfectly prepared steak, the freshest sushi, new and inventive cuisine or perhaps just a great burger. In any case, an epicurean expedition awaits you in Alpharetta where there are over 100 delicious dining destinations. For a great organic option, **5 Seasons** (5seasonsbrewing.com) offers locally grown organic meats and vegetables and hand-crafted beer on a menu that changes with the seasons. And the brewmaster taps a new cask every Thursday afternoon at 5:55! Want to prepare an organic meal yourself? Visit **Publix Apron's Cooking School** (publix.com), the only one in the state, for a variety of classes including "Growing Your Vegetable Knowledge" and instruction by celebrity chefs Jose Garces and Lauren Chattman. Discounts on classes at Apron's are available with one of our culinary packages (awesomealpharetta.com) which also include a hotel stay, free breakfast and freshly baked cookies. So don't wait – dig right in!

Not to be missed in your quest for food adventure is the **Taste of Alpharetta**, being held this year on May 12. In its 21st year, it's the largest "taste of" festival in the South featuring food samples from over 60 area restaurants, chef competitions, live musical entertainment and 50,000 fellow foodies!

Longing for more time in the great outdoors? We have options for new adventures you can't experience just anywhere. Try a game of disc golf at **Wills Park's** newly-redesigned course (willspark.com), now one of the best in the state, or kick it up a notch - or two - at Honda's **Motorcycle Safety Foundation** campus (msf-usa.org), where dirt bike and street bike riders can master their skills on multiple courses.

Nature lovers can stop by **Alpharetta Outfitters** (alpharettaoutfitters.com) to find everything they need for a fly-fishing, hiking or camping adventure in the beautiful North Georgia Mountains, only a short drive away. Walk, skate or bike the 6.1 mile **Alpharetta Big Creek Greenway** (bigcreekgreenway.com), or run it in preparation for the **Alpharetta Mayor's Challenge** on May 14, a Peachtree qualifier for the serious runner or a fun run/walk for the entire family. No matter which direction you choose, we make it easy for you to find the right hotel with packages to suit every fitness buff or every active family. Try one of our bicycle packages (awesomealpharetta.com) including bike rental, delivery and access to an indoor pool or spa to soothe those aching muscles. So get moving and make your reservations now.

New experiences are yours for the taking in Awesome Alpharetta and we can't wait for you to spring into town and get started. To help kick off your adventure, we've got a weekend stay at LaQuinta Inn and Suites, lunch for two at the American Girl Boutique and Bistro, a family class at Publix Apron's Cooking School, a one year family membership at the Ed Isakson/Alpharetta YMCA, an Alpharetta Outfitters gift certificate, a pre-concert picnic basket and four tickets to a concert at Verizon Wireless Amphitheatre, all for one lucky winner in our Spring: *forward* promotion!

To enter, visit our website at www.awesomealpharetta.com or stop by our Downtown Alpharetta Welcome Center at 178 South Main Street and pick up an entry form, visitor guide, maps, brochures and everything you'll need to plan your awesome spring visit to Alpharetta! We can't wait to see you!

FACT SHEET

ALPHARETTA, GEORGIA

Alpharetta, Georgia - one of the South's most progressive and affluent communities - offers an array of amenities and services. Located just 22 miles north of Atlanta, Alpharetta is a vibrant community with 23 modern hotels; dining choices for any palate or pocketbook; and more than 100 retail establishments. With its mild climate as the catalyst, outdoor recreation is the key to enjoying the area's golf courses, equestrian events or family activities in one of the city's many parks. Alpharetta has been named a "City of Excellence" by the Georgia Municipal Association and *Georgia Trend* magazine. For more information, visit awesomealpharetta.com.

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High Resolution Images Available

ALPHARETTA'S TOP EVENTS – SPRING 2011

Alpharetta Arts StreetFest

Presenting the work of artists from throughout the U.S., Arts StreetFest is a yearly celebration of the arts in Alpharetta. This colorful festival features fine art, original crafts, children's activities, live performances and musical entertainment.

Milton Avenue, Downtown Alpharetta

April 16-17, 10 a.m. to 6 p.m.

Touch a Truck

Children of all ages are invited to this event which showcases all types of vehicles including fire engines, cars, trucks, heavy-duty construction equipment, military vehicles, motorcycles, emergency vehicles, buses, and more.

North Park

April 30, 10 a.m. to 2 p.m.

The Taste of Alpharetta

Sample delicious appetizers, entrees and desserts from over 60 restaurants; experience chef competitions, culinary demonstrations and exhibits; enjoy live music, an artist market and a Kids Zone – all at the largest "Taste of" festival in the south.

Old Milton Parkway at Wills Park

May 12, 5 p.m. to 10 p.m.

Alpharetta Mayor's Challenge

Join the Alpharetta Rotary Club and the City of Alpharetta in this Peachtree qualifier for the serious runner and Fun Run/Walk for the whole family.

Old Milton Parkway at Wills Park Pool

May 14, 7:15 a.m.

Watch for our Awesome Alpharetta Summer Promotion – Coming June 2011!