



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

FOR IMMEDIATE RELEASE

Celebrate the Summer with a Visit to Awesome Alpharetta

ALPHARETTA, GA (June - August 2011) - Summer brings with it sweet freedom from the normal routine. School is out. The traffic is lighter. There's a slower pace to life. But freedom also provides opportunity -- to experience new traditions and celebrate and honor the old. So if you're thinking of hitting the road this summer to take a break from *your* usual grind, we invite you to come and experience our traditions and celebrate in Alpharetta, Georgia!



Verizon Wireless Amphitheatre at Encore Park. Photo courtesy of Clark Savage.

Located just 22 miles north of Atlanta, Alpharetta is a family-friendly city with unique shopping destinations, 150 dining options, 23 upscale hotels, more than 750 acres of parkland, 13 trails within a 20-mile range and over 300 attractions within a 50-mile radius, making it the perfect destination for your

summer getaway – no matter what you choose to celebrate. Read on for ideas to make this year’s vacation an unforgettable experience for every member of *your* family!

Celebrate Freedom!

Alpharetta has plenty of summer events to help you show your spirit for the red, white and blue. If you’ll be in town for Independence Day, be sure to attend the 4th of July Festivities and Fireworks at Wills Park, one of the city’s most popular events. With children’s activities on the event lawn all afternoon and food vendors located throughout the park, you can make a day of it even before the fireworks begin. Try a round of disc golf, play to your heart’s content at Wacky World or take a dip in the pool before heading back to the lawn for the show. A patriotic concert by the all-volunteer Alpharetta City Band will get things started at 6 p.m. followed by Serious Business, featuring the best of classic and southern rock and country music. The spectacular fireworks display begins at dusk.

For a more classical celebration, you can’t top a concert at the 12,000-seat, state-of-the-art Verizon Wireless Amphitheatre at Encore Park. Enjoy delicacies from your pre-ordered picnic basket, the patriotic sounds of the Atlanta Symphony Orchestra with conductor Rob Fisher and a beautiful summer evening at this exciting open-air venue. Make a weekend of it with a hotel package that includes transportation to and from the show. At the end of the evening, you’ll be whisked back to your Alpharetta hotel where you can call it a night or continue the celebration.

A slice of pure Americana will warm your heart August 6 as the city celebrates Old Soldiers Day, a tradition with roots dating back to the Civil War. The day begins early with the 5K/10K race at 7 a.m. The parade, preceded by a city band concert and program at City Hall, begins at 10:15 a.m. and features marching bands, military units, floats, clowns, classic cars and, of course, candy! Free Varsity hot dogs and soft drinks are served at the American Legion following the parade. While you’re there, take a stroll on the Walk of Memories, where thousands of bricks have been laid in honor and memory of Georgians who have served our country in war.

Celebrate Family

Summer is the perfect time for reunions of every type and Alpharetta is the perfect location. With exceptional indoor and outdoor facilities of all kinds and plenty of activities for all ages, it doesn’t get any better than here. We’ve got group-friendly dining that is easy on the wallet with a variety to make even the pickiest eater smile. And we offer lots of unique retail destinations for even the most discriminating shoppers.

But remember, reunions aren’t just for families. Schools, corporate groups and professional organizations are all perfectly suited for reunions in our kind of town and we can show you how to make great gatherings happen. Attend one of the Alpharetta CVB’s Family Reunion Workshops and learn the who, what, when and where of any type of reunion planning. The “why” is up to you!

Contact us today at reunions@awesomealpharetta.com or 1-877-202-5961 to get started on your plan.

Celebrate the great *indoors*

There's no doubt about it - summers in Georgia are hot! So if you plan to be here during the dog days, be sure to plan a few excursions that are temperature controlled. An obvious destination - The Cooler - is Alpharetta's Family Skate Center, with both ice and roller rinks available for daily open skating. A "don't miss" for families with girls is the American Girl Boutique and Bistro. It's the only one of its kind in the Southeast and the perfect place to have a full day of fun in one stop. Shop in the boutique, take a craft class, visit the doll hair salon and dine in the full service bistro for a day she'll never forget. Boys can take a spin around the track in a formula go-kart, a climb on the cosmic rock wall, a turn on the extreme ropes course - or all three - at Andretti Karting and Games. Bring your group back together for dinner at Studio Movie Grill, where everyone can enjoy a delicious meal while watching first run movies in the theater's blissfully cool air.

To help kick off your travel plan, we're giving away a *Celebrate the Summer* getaway to one lucky family, including a weekend stay at the Hampton Inn/Alpharetta-Roswell, family admission to The Cooler, lunch for four at the American Girl Boutique and Bistro, a day pass for four at Andretti Karting and Games, a family pass to Studio Movie Grill and a picnic basket and tickets for four to a concert at Verizon Wireless Amphitheatre. Enter now at www.awesomealpharetta.com for your chance to win.

We make celebrations, traditions and reunions memorable in Awesome Alpharetta. Come and join us this year to continue your family's memory-making with a summer celebration right here. We'll be waiting for you!

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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