

Mayors' Grocery Showdown "*Tourism Means a Healthy Economy*"

Monday, May 23, 2011

www.visitroswellga.com

770-640-3253

Roswell CVB and Alpharetta CVB held a joint event to promote tourism awareness during the month of May at the Kroger Store in Roswell. The State of Georgia Economic Development Department research figures by USTA show that due to the impact of tourism every household in Georgia reaps a tax benefit of \$498 , **Roswell & Alpharetta Mayors were invited to participate** and had 10 minutes to fill their baskets with non-perishable goods to see which one could come the closest to \$498. The event was exciting but the real winner was North Fulton Community Charities who got donations of at least \$1,000 in food items. What a fun way to take the tourism message public! View the video at: http://www.youtube.com/watch?v=xU4wiDM_aQI