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FOR IMMEDIATE RELEASE

Alpharetta CVB and DATA to present ASO Limo Service

ALPHARETTA, GA – June 29, 2011 -- The Alpharetta Convention and Visitors Bureau, in cooperation with the Downtown Alpharetta Trade Association, is announcing free limousine service from select Alpharetta restaurants to all Atlanta Symphony Orchestra concerts at Verizon Wireless Amphitheatre during the 2011 season. The first concert in the series is the All American Celebration, July 4 at 8 p.m., which will feature patriotic standards, sing-along anthems and a spectacular fireworks display.

Diners may select from downtown Alpharetta restaurants Smokejack BBQ, Durty Kelly's Public House, Pure Taqueria or 52 Bistro. Limos will offer free pick up from these locations one hour before each concert, continuing every 15 minutes until the concert begins. Return service will be offered every 15 minutes for one hour following performances. No limo reservations are required.

“The Atlanta Symphony Orchestra is offering an incredible lineup of performances this year in Alpharetta,” says Janet Rodgers, President and CEO of the Alpharetta CVB. “We hope this new service will encourage our visitors and residents to make an evening of it with the ASO, starting with dinner in Alpharetta followed by the convenience of complimentary transportation to and from Verizon Wireless Amphitheatre.”

In addition to the 4th of July concert, the ASO will present Casablanca, the classic movie on the big screen with the ASO performing the score, July 15; acrobatic feats set to classical masterpieces and contemporary hits at Cirque de la Symphonie, July 30; and the Grammy-winning swing sounds of Big Bad Voodoo Daddy, August 13. For concert tickets or for more information about the ASO Limo Service, please visit our website at www.awesomealpharetta.com.

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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