



Contact: Katie Reeder  
Public Relations Manager  
Alpharetta Convention and Visitors Bureau  
Office: 678-297-2811  
Cell: 404-384-2954

FOR IMMEDIATE RELEASE  
February 1, 2010

### **Alpharetta CVB Sponsors Bar and Bat Mitzvah Expo**

The Alpharetta Convention and Visitors Bureau (CVB) is a sponsor of the Marcus Jewish Community Center of Atlanta Bar and Bat Mitzvah Expo at the Atlanta Marriott Alpharetta on Sunday, February 21 from 1-4 p.m. The Atlanta Marriott Alpharetta was selected as the host hotel for this event because it offers the largest meeting space of all the Alpharetta hotels. All 23 of Alpharetta's hotels were invited to purchase a booth and exhibit at the Expo. As a result of the sponsorship, only Alpharetta hotels will be on site as lodging vendors for Bar and Bat Mitzvah planners. The FREE Expo is open to the public and experts will be on-hand to offer advice and resources pertaining to Bar/Bat Mitzvahs.

Says Janet Rodgers, President and CEO of the Alpharetta CVB, "Sponsoring this Expo is one example of how our organization uses its funding to generate group business for the city, thereby stimulating the economy. The Alpharetta CVB offers 100% complimentary planning services for all special occasions, including weddings and Bar and Bat Mitzvahs."

The Expo will feature an expansive array of vendors and event experts — all present to help parents plan the event of a lifetime. From the bimah to the ballroom and the invitation to the celebration, the extraordinary expo experts will get attendees excited about lucky number 13.

Participants will:

- See and sample a wide variety of party goods and services from more than 50 Bar/Bat Mitzvah specialists –all under one roof!
- Sample delicious food and drinks
- Have a chance to win door prize drawings every half-hour
- Experience DJ, music and live entertainment



Teens prepare for their big close-up at the MJCCA's Bar/Bat Mitzvah Expo. (Photo credit: peachtreepix.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](http://awesomealpharetta.com) for additional information.

### **The Marcus Jewish Community Center of Atlanta**

The Marcus Jewish Community Center of Atlanta (MJCCA), "The Center of the Community," is committed to strengthening the quality of life in Atlanta and is recognized as one of the largest and most highly regarded Jewish community centers in the nation. From preschoolers and teens to young adults and seniors, the MJCCA offers unique and engaging programs, events, and services for every member of the community. The MJCCA's main campus is located in Dunwoody (Zaban Park – 5342 Tilly Mill Rd, 30338) with a satellite location in East Cobb at Shirley Blumenthal Park (2509 Post Oak Tritt, Marietta, 30062). Visit them online at [atlantajcc.org](http://atlantajcc.org).

###