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PEACHTREE CITY, GA- April 7, 2010 The Peachtree City Tourism Association participates in the 74th Annual Atlanta Dogwood Festival.

The Peachtree City Tourism Association (PCTA) is a non-profit organization that is dedicated to spreading awareness and encouraging conventions, groups, and leisure visitors alike to visit Peachtree City. This spring, the PCTA will showcase Peachtree City during the 74th Annual Atlanta Dogwood Festival, beginning April 16, 2010. The Dogwood Festival is a three-day event that April visitors to Atlanta have enjoyed for the past 74 years.

The Atlanta Dogwood Festival is the third oldest arts festival in the country and will take place on April 16, 17, and 18, 2010 in Atlanta's Piedmont Park. The three-day event is free to the public and is filled with art, live entertainment ranging from music to comedy, a variety of food offerings and the fantastic Atlanta spring weather. The festival is the only fine arts festival in Georgia to be recognized as being in the top 100 in the nation and is expected to draw close to 200,000 visitors.

Last year, the Atlanta Dogwood Festival celebrated the diversity of the Atlanta community by adding an International stage to its offerings and bringing the city's international organizations and consulates on board to create mobile art in the form of decorated golf carts. The program was so successful and well received by attendees that this spring the stage will expand into an International Village. The mobile art will also be repeated this year and guests will be encouraged to vote for their favorite decorated golf cart at the Peachtree City booth, located in the International Village. The golf cart receiving the most votes will be honored and presented an award, by Peachtree City's Honorable Mayor Don Haddix, at a ceremony to be held Sunday April 18, 2010. www.dogwood.org

"With more than \$20 billion tourism dollars being spent in Georgia, despite the changing economy, it is important that the PCTA continue to provide awareness and encourage those tourism dollars to be spent in Peachtree City," said Kai Wolter, Vice Chairman of the Board, The Peachtree City Tourism Association. "Exposure to so many visitors in just one weekend is a marketing opportunity that is rarely matched."

Representation at the Peachtree City booth will consist of volunteers from the PCTA Ambassador program, employees of the PCTA, Peachtree City Development Authority, City employees, as well as Mayor Haddix and Peachtree City City Council.

"We are looking forward to having such a wide range of representation at the festival," Wolter said.

The Peachtree City Tourism Association's Ambassador Program (PCTAAP) was established nearly one year ago and is Peachtree City's first citywide tourism training initiative. The mission is to positively influence visitors and residents' perceptions of Peachtree City and to drive repeat visitation. This is a volunteer based program and is open to any resident of Peachtree City.

For more information on the PCTA's participation in the 74th Annual Atlanta Dogwood Festival or becoming a PCTA Ambassador, please contact the Peachtree City Visitors Center at 678-216-0282 or info@visitpeachtreecity.com.

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