



Contact: Mary Beecham  
Public Relations Manager  
Alpharetta Convention and Visitors Bureau  
Office: 678-297-2811

**FOR IMMEDIATE RELEASE**  
July 30, 2010

### **The Alpharetta Convention and Visitors Bureau Prepares for Busy Wedding Season**

The Alpharetta Convention and Visitors Bureau is gearing up for a busy season as brides in the North Fulton area make preparations for late winter and early spring weddings.

The Wedding Alliance of North Georgia Bridal Showcase, presented by the Alpharetta CVB, will take place Sunday, September 12, from noon to 4 PM. Future brides will be whisked back in time as they enter the gates of Atlanta National Golf Club and drive toward the beautifully landscaped grounds and elegant clubhouse, transformed for the day into a destination from a bygone era. They will be delighted as they arrive and are greeted by over 40 experts, representing a variety of wedding products and services, there to help them plan the perfect wedding.

Once inside, brides will have an opportunity to secure hotel accommodations for their event and for wedding guests; find wedding event facilities; receive advice on flowers and décor; explore invitation and stationery options; taste cakes and meet with catering specialists; and see unique bridal gift selections. Value added services will be offered by the vendors to brides who attend the showcase. For more information and to register for the Bridal Showcase, visit our website at [www.awesomealpharetta.com](http://www.awesomealpharetta.com) or call 678-297-2811 and speak to our wedding specialist. All services provided by the Alpharetta CVB are free.

On August 1, the Alpharetta CVB will launch “Wrap the Night in Pearls”, its first wedding-specific promotion, which runs through September 30. The first ten brides who book ten or more hotel room nights through the CVB will receive a beautiful, freshwater pearl necklace and matching earrings, the perfect wedding day accessories. “The Alpharetta CVB would like to be a bride’s first call so that we can offer all of our services to help her plan one of the most important days of her life,” says Janet Rodgers, CEO and President.

The Alpharetta CVB offers an array of complimentary wedding and special event planning services including: checking hotel availability and securing special rates for out-of-town guests; suggesting

ceremony, reception and rehearsal dinner locations, including facilities that allow outside catering services; referring caterers and other service providers; providing a FREE welcome bag for each hotel room booked, including discount coupons; providing entertainment and activity suggestions for guests to experience in and around Alpharetta during their visit.

To find out more about the “Wrap the Night in Pearls” promotion or the Alpharetta Convention and Visitors Bureau, visit our website at [www.awesomealpharetta.com](http://www.awesomealpharetta.com) or call 678-297-2811.

**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 more information.

###