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FOR IMMEDIATE RELEASE

### Scarecrow Tourists Pay a Visit to Alpharetta

Scarecrow Harvest has become one of the most popular events of the year in Alpharetta – a celebration of fall with colorful scarecrows lining Main Street. Elementary school children participate by designing scarecrows, with parents and teachers joining in to help bring their ideas to life. Once the scarecrows are assembled and on display, Alpharetta residents, commuters and travelers enjoy selecting their favorites as they take the drive through downtown.

This year, businesses, neighborhoods and non-profit groups were invited to join in the fun. So the staff at the Alpharetta Convention and Visitors Bureau stepped up to participate and the Alpharetta Tourist Scarecrows were born.

Affectionately known as Alpha and Retta Scarecrow, this pleasantly plump couple occupies a shady spot under a tree near the corner of Old Milton and Main. These two cute tourists might be called tacky by some, but the staff at the ACVB doesn't think so. "Mr. and Mrs. Scarecrow have done their homework, they have all of the information necessary for planning their trip and are Alpharetta bound. We think they're great!" says Janet Rodgers, President and CEO.



Helping travelers do their homework is what the Alpharetta CVB does best. Tourism is big business and the second leading industry in Georgia. “Our goal is to make tourism a significant and ongoing contribution to the economic well-being of our city, so we develop quality programs to attract overnight visitors to our 23 great Alpharetta hotels”, says Rodgers. This is accomplished through sales efforts, targeting groups such as motorcoach, sports, corporations, weddings and family reunions, and through marketing strategies, focusing on the leisure and individual traveler. “Alpharetta is a great place to live and our citizens know that very well. It is our job to let people know why it’s also a great place to visit.”

A new location has reinvigorated the already outstanding efforts of the ACVB staff. “Being in the middle of downtown has brought a lot of attention to the Alpharetta CVB and Welcome Center,” says Rodgers. “People drive by and notice the prominent white sign on the fountain and know that we are here. We hope everyone enjoys our scarecrow twist on Alpharetta tourism and that it brings to mind all that the Alpharetta CVB has to offer, for residents and tourists alike.”

Stop by 178 South Main Street today and meet Alpha and Retta. Then visit the Downtown Alpharetta Welcome Center, where you will find hundreds of brochures, maps, visitors guides and a helpful staff to provide everything you need to plan an Alpharetta itinerary for one or one hundred, for a week or a day. But if you miss the scarecrows, don’t worry. That snazzy straw couple will soon be released to continue on their journey and may just turn up at an Alpharetta location near you! Boo!

**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.

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