



MEDIA ALERT

The AtlanTIX Half-Price Ticket Booth Opens Second Location at Lenox Square Mall

**Thursday, Feb. 3, 2004
10 a.m. – 11 a.m.
Simon Guest Services Booth**

The Atlanta Coalition of Performing Arts (ACPA), in conjunction with the Atlanta Convention & Visitors Bureau (ACVB) and Lenox Square~Simon Property Group, are pleased to announce that the new AtlanTIX half-price ticket booth is opening at Lenox Square, the Southeast's premier shopping destination.

Opening Ceremony Schedule

- 10:00 a.m. -- Entertainment and Refreshments
- 10:30 a.m. – Guest Speakers: Karen Handel, Fulton County Commission Chair, Camille Love, Director of the Atlanta Bureau and Cultural Affairs, Spurgeon Richardson, President/CEO of the ACVB, Scott Higley, Director of Marketing at Lenox Square Mall and Wendy Riggs, Board President of the ACPA.
- 11:00 a.m. -- “Tear the Ticket” to mark the grand opening

AtlanTIX will be an integral part of Lenox Square's Simon Guest Services Booth, and will offer half-price savings on tickets to hundreds of greater Atlanta theater, dance and music performances throughout the year including more than a dozen cultural attractions.

The original downtown AtlanTIX booth, located in the ACVB's Visitor's Center at Underground Atlanta, has sold more than 72,500 half-price admissions to performing arts productions and cultural attractions since opening in October 1998, generating more than \$850,000 in earned ticket sales.

For more information log onto www.atlantaperforms.com

Established in 1913, the ACVB is a private, nonprofit organization created exclusively to sell and market metro Atlanta and Georgia globally as the premier conventions, meetings

and tourism destination in the regional, national and international marketplace and favorably impact the Atlanta economy through conventions and tourism.

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