



Atlanta CityPass Debuts in September

-CityPass is the ticket to the South's freshest destination-

ATLANTA (Aug. 23, 2006) – CityPass® celebrates its tenth year with Atlanta, a city revealing a new era with the biggest line-up of attractions in its history. Atlanta CityPass launches September 6, showcasing the city's fresh face, historic traditions and distinctive flavors, while introducing visitors to ground-breaking attractions.

Like all urban CityPass programs, the price will be close to 50 percent of the combined admission prices, which puts the Atlanta CityPass at \$59 for adults and \$45 for children ages 3-12. Booklets will be valid for nine days from the first day of use and may be purchased in advance at www.citypass.com or at the first attraction visited. This is the largest CityPass offering in the company's history, and the first CityPass to be co-branded with the destination.

The Atlanta CityPass line up includes:

The Georgia Aquarium, the world's largest and most engaging aquarium, housing more than 120,000 animals of 500 different species and eight million gallons of water, with five galleries depicting different habitats. Georgia Aquarium has the largest grouping of whale sharks in the world. The CityPass ticket will include an automatic entry into the Aquarium which otherwise requires a time reservation.

The High Museum of Art is the leading art museum in the Southeastern United States, with more than 11,000 works of art in its permanent collection. CityPass will include *Louvre Atlanta*, an unprecedented partnership between the High Museum of Art and the Musée du Louvre in Paris that will bring hundreds of works of art from the Louvre's collection to Atlanta.

Inside CNN Atlanta Studio Tours offer a journey into the heart of CNN Worldwide for a look at the world's most trusted name in news and inventor of 24-hour news. A guided walking tour of behind-the-scenes views of the studios of CNN provides an exciting glimpse of newsgathering and broadcasting in action.

The World of Coca-Cola offers the rich heritage and global reach of the world's most popular soft drink, and plenty of reasons to appreciate why 13,000 Cokes are consumed every second of every day. Visitors may sample more than 20 different exotic drinks produced by the Coca-Cola Company around the world and 20 others served in the

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United States. The World of Coca-Cola's new site at Pemberton Place, adjacent to the Georgia Aquarium in Centennial Olympic Park, will open summer 2007.

The Atlanta CityPass booklet offers four more attractions with option tickets that complete Atlanta's "eight great" attractions offering. One option ticket includes either the Atlanta Botanical Garden, seasonal exhibitions, the country's foremost collection of orchids, an interactive Children's Garden and more on 15 acres of meticulously cared-for gardens; or the Fernbank Museum of Natural History, Atlanta's home to dinosaurs and the gateway for discovery and exploration of the earth's history, the physical universe, the natural world and human culture. Inside *A Walk Through Time in Georgia*, visitors explore the fossil record of the Appalachian Mountains, Okefenokee Swamp and Atlantic coast.

The other option ticket is a choice between either Zoo Atlanta or the Atlanta History Center. Zoo Atlanta is a 39-acre wooded wonderland of fascinating animals from around the world. Zoo Atlanta exhibits, interprets, studies and cares for wildlife in world-class environments. The new *Wild Like Me* exhibit broadens children's concepts of their relationship with animals by placing them in the hands-on world of a mock film production. To make access to Zoo Atlanta easier than ever, the Metropolitan Atlanta Regional Transit Authority (MARTA) connects Zoo Atlanta and the Georgia Aquarium with the A to Z Bus route.

Or, visitors may choose to visit the Atlanta History Center in the heart of Atlanta's historic Buckhead district. The History Center is a visual history lesson of Atlanta, from a rough-and-tumble railroad town to an international city, from the Civil War to Civil Rights. The center's new wing houses one of the most significant, modern and comprehensive museums on Olympic sport and history at the new Centennial Olympic Games Museum.

Atlanta CityPass includes directions for public transportation use with a map of the Atlanta Tourist Loop. A new specially designed service operated by MARTA, Atlanta Tourist Loop buses run in a continuous loop and arrive at specially designated bus stops every 30 minutes. The fare is \$1.75 with free transfers to other MARTA buses and trains. Kids under six ride free. MARTA also connects into the terminal building at Hartsfield-Jackson Atlanta International Airport.

The Atlanta CityPass booklet includes information on Atlanta's distinctive neighborhoods and historic sites, as well as an invitation to shop, dine and tour the city, at The Sun Dial Restaurant, Bar & View atop the Westin Peachtree Plaza; at Atlantic Station, Atlanta's newest shopping experience; and with the Atlanta Preservation Center for a choice of two historic walking tours.

Since its introduction ten years ago, CityPass has sped its visitors to the doors of America's greatest museums and attractions by bundling famous cultural and sightseeing attraction tickets with background information, transportation guides, insider tips, and iconic offers. Its size fits any pocket and is priced at about half of what individual tickets

cost. The value is stunning, but even better is the ability to breeze past ticket windows at museums, harbor cruises, aquariums, theme parks, entertainment, historical locations, sky-high panoramas, cable cars, trolleys, buses, trains and sightseeing – not to mention money-saving extras that define America’s premier urban experiences.

About CityPass: CityPass is available in New York, Boston, Philadelphia, Chicago, Seattle, San Francisco, Hollywood Walk of Fame, Southern California, combining Los Angeles, Anaheim and San Diego theme parks, and Toronto, Canada. Atlanta CityPass is the tenth Pass in 10 years. For more information, visit www.citypass.com or call toll free 888-330-5008.

About Atlanta Convention & Visitors Bureau: Established in 1913, ACVB is a private, nonprofit organization created exclusively to market metro Atlanta and Georgia as a premier convention, meeting and leisure destination in the regional, national and international marketplace and to favorably impact the Atlanta economy through conventions and tourism. www.atlanta.net

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