

Atlanta Invites Residents and Visitors to Celebrate Our FREEdom!

ATLANTA (October 29, 2001) – In partnership with the state’s tourism campaign, Georgia For Georgians, the Atlanta Convention & Visitors Bureau (ACVB) has coordinated a program to entice metro Atlantans to become tourists in their own hometown and motivate regional visitors to take a short trip close to home.

The *Celebrate Our Freedom!* campaign will feature Atlanta’s major attractions, restaurants and exceptional hotels at unprecedented bargain prices to stimulate the local economy and encourage people to go out and enjoy all of the great things to experience in Atlanta. The offers are themed around the “free” in freedom and include discounts such as:

- Buy one entrée, get one **free** at Philippe’s Bistro on Tuesday, Wednesday and Thursday from 5:30-7:30 p.m.
- Get one hour of **free** pool when you buy lunch at Barley's Billiards (\$10 value)
- Buy one adult admission, get a child's admission (to museum) **free** at Fernbank Museum of Natural History
- Book a room at the Westin Perimeter North for \$99 for the first night and get the second night **free**

“The travel and hospitality industry is vital to Atlanta and the economy of the entire state,” said Spurgeon Richardson, ACVB president. “In this time of uncertainty, people want to stay closer to home and focus on destinations that are within a day’s drive. We developed the *Celebrate Our Freedom!* campaign with the hope that its deep discounts would give metro Atlantans an opportunity have a getaway in their own backyard with a weekend in a local hotel, an elegant dinner at one of our many world-class restaurants or a visit to an attraction they might have overlooked. We also want to give our regional neighbors a good reason to visit Atlanta for the holiday season at unbelievable prices.”

The campaign will run through January 31, 2002. The ACVB web site, www.atlanta.com/celebrate, will be the web page to capture and fulfill the campaign including online hotel bookings and the coupon offers that can be printed directly from the site. If someone does not have Internet access, people can call 800.ATLANTA to book the room and have the *Celebrate Our Freedom!* discount package mailed to them. As with the Georgia For Georgians program, residents will be asked to show their driver’s license and the coupon to redeem offers at hotels, attractions and restaurants. Visitors from outside Georgia will only be able to redeem offers by showing they have booked one night in a local hotel (hotel room key) along with a coupon.

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To find out more about the *Celebrate Our Freedom!* campaign, visit www.atlanta.com/celebrate. For discount offers throughout the state of Georgia, visit www.georgia.org/for-Georgians.

Established in 1913, the ACVB is a private, nonprofit organization created exclusively to market metro Atlanta and Georgia as the premier conventions, meetings and leisure destination in the regional, national and international marketplace and to favorably impact the Atlanta economy through conventions and tourism.

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For more information, please contact:
Brandy Humphries
Manager, Public Relations
404.521.6645
bhumphries@acvb.com