



## **ACVB Hatches Featherfest Competition to Boost Meeting Attendance**

**ATLANTA (Nov. 12, 2009)** – Every January, nearly 20,000 attendees from around the world take flight to Atlanta and land at the Georgia World Congress Center, the meeting nest for the International Poultry and Feed Expo (IPE/IFE). To welcome IPE/IFE attendees back to Atlanta, Atlanta Convention & Visitors Bureau (ACVB) has partnered with the U.S. Poultry and Egg Association to launch FeatherFest, a weeklong program in which nearly 40 Atlanta restaurants will compete to create the best appetizers, entrees and desserts that are based on poultry meat or eggs.

IPE/IFE convention attendees and Atlanta residents are encouraged to dine at participating restaurants, which include a selection of fine-dining and casual options, and to vote for their favorite dish on [Atlanta.net/featherfest](http://Atlanta.net/featherfest). Participating restaurants include some of the country's finest including AAA Four Diamond-Award winners and restaurants that have been included in *Esquire* magazine's prestigious *Best New Restaurants* list.

IPE/IFE is a significant piece of business for Atlanta's \$11.4 billion hospitality industry and consistently ranks as one of the city's top 25 conventions. In the past five years, IPE/IFE has attracted nearly 94,000 attendees – more than 19 percent being international – and has produced a \$98 million economic impact. This January, IPE/IFE plans to bring 19,000 people to Atlanta with an anticipated economic impact of nearly \$22 million.

FeatherFest is intended to engage potential attendees during the registration process and to egg on convention attendees to experience Atlanta's eclectic dining scene. FeatherFest voting will go live Jan. 22 and will be available through Jan. 28 on [Atlanta.net/featherfest](http://Atlanta.net/featherfest). Winners will be announced on the final day of the show, Friday, Jan. 29, at IPE/IFE. Winners will be presented with a plaque of recognition as the dish of choice for Featherfest 2010. To register for IPE/IFE, visit [Internationalpoultryexposition.com](http://Internationalpoultryexposition.com).

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