

For Immediate Release:
Atlanta Convention & Visitors Bureau and Centennial Olympic Park

Georgia Aquarium Moves Downtown
Coca-Cola donates site adjacent to Centennial Olympic Park

ATLANTA (August 15, 2002) – The Coca-Cola Company announced yesterday that it has donated land across from Centennial Olympic Park in downtown Atlanta for the Georgia Aquarium and a new World of Coca-Cola – creating a major entertainment destination in the heart of Atlanta’s convention corridor.

The five million gallon Georgia Aquarium, slated to open its doors to the public in 2005 along with the new World of Coca-Cola, is expected to make the northwest section of downtown Atlanta, already occupied by Centennial Olympic Park, the Georgia Dome, Philips Arena, the Tabernacle, CNN Center and the planned Children’s Museum of Atlanta, a turnkey tourist attraction. Additionally, it will enhance the area around Centennial Olympic Park that is developing into the hospitality, entertainment and residential heart of Atlanta and hopefully attract even more restaurants, retail, nightlife and other attractions to the area.

“Centennial Olympic Park has been the epicenter for much revitalization and development,” said Dan Graveline, executive director of the Georgia World Congress Center Authority. “We look forward to having the aquarium as our neighbor in 2005.”

“We are very excited about the addition of the Georgia Aquarium to downtown,” said Spurgeon Richardson, president and CEO of the Atlanta Convention & Visitors Bureau (ACVB). “It is a much-needed additional attraction to downtown, and the proximity to the downtown hotels and the Georgia World Congress Center could not be better for the millions of conventioners who visit the city each year.”

World of Coca-Cola will be moving from its Underground Atlanta site to the new area beside the aquarium, sharing parking and a plaza area. The new World of Coca-Cola will be a larger, more interactive version of the current attraction, which has hosted more than 10 million visitors since opening in 1990. The state has already expressed interest in the current Underground location, across the street from the State Capitol, for a possible site for the Georgia history museum.

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.

A lasting legacy of the 1996 Atlanta Olympics, Centennial Olympic Park has become a performing-arts venue, community gathering-space and an anchor for downtown development. The Georgia World Congress Center Authority operates the 21-acre Park, as well as the Georgia Dome and Georgia World Congress Center. The three state-owned facilities are one of the largest combined sports, entertainment and convention center facilities in the world.

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