



How To Spend Final Four Weekend In Atlanta

ATLANTA (March 19, 2002) – Atlanta is just days away from hosting the March Madness finale by welcoming the NCAA Men’s Basketball Final Four March 29-April 1. All roads lead to the city of Atlanta, and this could not be a better time.

Fans, visitors and residents can all take part in the NCAA Men’s Basketball Final Four events like Open Practice and NCAA Hoop City. **Open Practice** will be held on Friday, March 29, starting at noon. Fans can come and watch college hoopsters execute drills and take shots for four full hours at the Georgia Dome. The event is absolutely *free*, with free parking on the Georgia Dome campus.

At **NCAA Hoop City**, located at the Georgia World Congress Center (GWCC) next door to the Georgia Dome, basketball fans can test their own basic skills and celebrate the glory that is college ball. Tickets, available at the door, through TicketMaster and by phone (404.249.6400), are \$7 and \$5 for college students, senior citizens and children ages 3-11. The event dedicated to fanfare will run mornings till 8 p.m., March 29-April 1.

Fanfare will be everywhere in Atlanta on Final Four weekend. **Underground Atlanta** – a local landmark filled with shops and restaurants, including the Irish Bred Pub and Hooters, will host live entertainment and provide free bus service to the Georgia Dome campus. **Cheyenne Grill & Sports Bar** will hold a weekend-long viewing party, and, on March 31 from 1-2:30 p.m., **Jock’s & Jill’s Sports Grill** will host Dick Vitale Jocks CNN.

There are also plenty of professional and recreational sports available. The **Atlanta Thrashers** and the **Atlanta Hawks** heat up Philips Arena, which alternates between ice hockey rink and basketball court, and the **Atlanta Braves** host spring season home games. Golfers can squeeze in tee times at the **Heritage Golf Club** or **The Oaks Course**, both of which will be open Saturday and Sunday till sunset.

There are also plenty of activities to keep the weekend rolling. The everpresent nightlife in Buckhead, midtown and downtown provides a range of good times. On March 30, **They Might Be Giants** play the Coca-Cola Roxy Theatre in Buckhead, and **Jerry Seinfeld** takes the stage at the Fox Theatre. And, the following attractions are open all weekend, please call for directions, ticket prices and exact times:

Atlanta Botanical Garden – 404.876.5859
Atlanta Cyclorama – 404.658.7625
Atlanta History Center – 404.814.4000
Braves Museum & Hall of Fame – 404.614.2310

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Centennial Olympic Park – 404.223.4412
Fernbank Museum of Natural History – 404.929.6300
Margaret Mitchell House & Museum – 404.249.7015
Six Flags Over Georgia – 770.948.9290
Underground Atlanta – 404.523.2311

In Atlanta, there is always great shopping – but – March 29-30 are “**Shop Georgia**” days. Shoppers at Georgia retail stores do not have to pay sales tax on the purchase of school supplies, clothing and personal computers. Visit www.gatax.org for details. This plus the great deals at outlets such as **Discover Mills** and **Tanger Outlet Center** make for unprecedented bargains.

Passover and Easter fall on Final Four weekend, and, besides **services at Atlanta’s places of worship**, there will be events such as **Egg Dying** at the Atlanta Botanical Garden on Saturday afternoon and a **Gospel concert** on Sunday at the Atlanta Civic Center. Enjoy **Sunday Brunch** with jazz at the Doubletree Guest Suites Hotel or Icon Bar & Bistro, try Middle-Eastern fare at Casbah Moroccan Restaurant’s brunch, or have a traditional brunch at one of several restaurants open that day.

Established in 1913, the ACVB is a private, nonprofit organization created exclusively to market metro Atlanta and Georgia as premier conventions, meetings and leisure destinations 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 on events during Final Four weekend, visit www.atlanta.net or contact:

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