



Atlanta creates Championship Look for 2007 NCAA Men's Final Four

-Destination develops Atlanta Legacy promotion to build excitement and win future business -

ATLANTA (Mar. 26, 2007) – Atlanta Convention & Visitors Bureau (ACVB) in partnership with the Atlanta Local Organizing Committee (ALOC) has created a unique look and feel for the 2007 NCAA Men's Final Four event being held in Atlanta, Mar. 30 – Apr. 2, 2007.

“Hosting the 2007 NCAA Men's Final Four event is a huge deal,” said ACVB President & CEO Spurgeon Richardson. “The entire destination came together to develop an unmatched experience and we hope our extra efforts show that Atlanta is the ideal place to regularly host NCAA events.”

The convention, meetings and travel market is highly competitive and Atlanta is using the four-day weekend to showcase the city's ease of doing business. To make sure that Atlanta stood out from any previous and future competitors, the ACVB, its 1,100 members and the destination's partners developed a citywide welcome campaign to build excitement for the event.

The “Atlanta. A Legacy of Champions” promotion encourages the entire city to become fully engaged with welcoming NCAA fans to the city. The campaign's Web site, www.atlanta.net/legacy, features useful information for the hospitality community while building on Atlanta's successful track record of hosting popular sporting events.

Held in Atlanta for the third time in 30 years, the 2007 NCAA Men's Final Four event will attract more than 75,000 attendees and bring an estimated \$53 million dollars in economic impact to the city.

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. For more information, visit www.atlanta.net.

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Atlanta's 2007 NCAA Men's Final Four Efforts

- Created customized primary event Web site (www.atlanta.net/finalfour).
- Created Atlanta themed logo and tagline, "Atlanta. A Legacy of Champions" to build excitement within the hospitality community. Efforts include development of apparel, signage and Web site. Site also features Legacy Loop offers developed for visitors.
- Designated four downtown restaurants as regional fan gathering places (East: Max Lager's American Grill & Brewery, West: Dailey's, Midwest: Azio and South: Pittypat's Porch)
- Citywide branding and welcome package to include over 300 street banners, signage, apparel and memorabilia at the airport, universities, hotels, attractions and restaurants.

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