

Teaser:

Somewhere just off scenic GA 400—the aptly named Hospitality Highway—an adventure awaits: river rafting, canoeing and boating; baking or sautéing a new recipe; lavish shopping and gallery hopping; sampling wines from sweet to sublime; meeting ghosts of residents past; having a blast on a gold mine tour; billabong’ing through the watering holes of Australasian bids and reptiles. Somewhere off scenic GA 400, an adventure awaits . . .

FOR IMMEDIATE RELEASE

One region, seven communities, hundreds of adventures
Georgia’s Hospitality region has summertime adventure at each turn along the way

THE HOSPITALITY HIGHWAY REGION, GA— June 16, 2009 - Somewhere just off scenic GA 400, an adventure awaits. From North Fulton County in metro Atlanta to Lumpkin County in the North Georgia Mountains, the Hospitality Highway leads you to one adventure after another: the shopping decadence in Buckhead, home of Lenox Square and Phipps Mall; outdoor excursions on more than 20 miles of Chattahoochee River shoreline in Sandy Springs; a 640-plus acre historic district in Roswell encompassing “The Southern Trilogy”—three antebellum house-museums that tell the authentic story of the American South; and the only American Girl Boutique and Bistro in the Southeast located in Alpharetta. Farther up the Highway is one of Mother Nature’s favorite playgrounds in Cumming/Forsyth, the highest falls east of the Mississippi at Amicalola Falls in Dawsonville, and the heart of Georgia wine country in Dahlonega. Visit www.hospitalityhighway.com <<http://www.hospitalityhighway.com/>> to chart your course to adventure.

Moonshine, merlot and Mother Nature in cultural mecca

The seven-community region is a paean to Mother Nature, from the metro areas’ parks and urban canopies to the lakes and rivers flowing in and along the towns to the forests and waterfalls of North Georgia. Go tubing, rafting, canoeing and kayaking in Sandy Springs. Check out the Atlanta skyline from the Indian Seats in Sawnee Mountain Preserve in Cumming-Forsyth. See 300 kangaroos—more than any place outside of Australia—in Dawsonville, where you can also learn the history of moonshine and souped-up cars. And tour an authentic gold mine and pan for gold in Dahlonega.

The Hospitality Highway region is a cultural mecca of contemporary and folk artists, working studios and art galleries (68 in Buckhead alone); historic theatres, including Dahlonega’s Holly and the Cumming Playhouse; eclectic shopping/ arts districts like Roswell’s, with its period storefronts where you can browse for antiques, gifts and artwork; performing arts venues like the family-friendly Verizon Wireless Amphitheatre in Alpharetta, the outdoor home to the Grammy Award-winning Atlanta Symphony Orchestra that also plays host to big name acts like the Eagles, Dave Matthews Band and Kenny Chesney.

A region full of one-of-a-kind good times

As unique as the communities that make up the Hospitality Highway region are the attractions you’ll discover in them: Buckhead’s extraordinary Atlanta History Center

comprising museum, plantation house, restaurants, gardens and trails and more; Sandy Springs' Young Chefs Academy, the country's first national franchise offering culinary classes and events geared to kids; Roswell's Ghostly Sightings that include haunted Grand Greek revival mansions and humble mill worker's apartments; a cooking class at Publix Apron's Cooking School in Alpharetta—the only one in Georgia; Cumming/Forsyth County's perch on the southern edge of Lake Lanier; Dawsonville's 250 folk artists all creating under one roof; and Dahlonega's seven wineries and tasting rooms. Only-in-this-region attractions are par for the course along the Hospitality Highway.

From barbecue and bonbons to beddie-byes

Foodies will love the full spectrum of restaurant/culinary experiences to be had in the Hospitality Highway region, which offers everything from specialty chocolate shops and tearooms to barbecue hotspots, classic steakhouses and linen-draped fine dining, and in settings ranging from waterside to fireside to mountainside. There are eateries devoted to the gastronomic pleasures of Thai, Japanese, Chinese, French, Italian, Irish, Mexican, Brazilian and other exotic cuisines and those dedicated to serving up traditional, down-home Southern-style dishes. In all, more than 1,000 restaurants are found in the seven communities located at each turn of the Hospitality Highway; it is an internationally spiced landscape where you can eat your way around the world without ever leaving the region.

When the sun goes down, pull the covers up in your choice of guestroom. The Hospitality Highway region has more than 100 lodging choices, in all price ranges and categories, from sophisticated luxury hotels and name brand hotels—everything from affordable favorites to those with upscale flair—to country inns and mountain cabins to family-friendly campgrounds and a green-minded hike-in haven. Lodgings are well-situated, too: in-town, near parks, in historic districts and in the mountains. Each community at each turn along the way has the place (and a pillow) for you.

Stretching from Atlanta metro to the mountains, the Hospitality Highway region brings a world of adventure at each turn along the way. No matter what your idea of adventure is, you will find it here: world-class shopping and dining, the pleasures of the Great Outdoors right in the city, wineries, history, mystery and more. Click on www.hospitalityhighway.com <<http://www.hospitalityhighway.com/>> and choose your adventure.

The communities of the Hospitality Highway:

Alpharetta, [www.AwesomeAlpharetta.com](http://www.awesomealpharetta.com) <<http://www.awesomealpharetta.com/>>

Buckhead, www.buckheadis.com <<http://www.buckheadis.com/>>

Cumming-Forsyth, www.cummingforsythchamber.org
<<http://www.cummingforsythchamber.org/>>

Dahlonega, www.dahlonega.org <<http://www.dahlonega.org/>>

Dawsonville-Dawson County, www.dawson.org <<http://www.dawson.org/>>

Roswell, www.visitroswellga.com <<http://www.visitroswellga.com/>>

Sandy Springs, www.visitsandysprings.org <<http://www.visitsandysprings.org/>>

The Hospitality Highway encompasses the full length of scenic Georgia 400, linking together the communities of Buckhead, Sandy Springs, Roswell, Alpharetta, Cumming/Forsyth, Dawsonville and Dahlonega, from North Fulton County in metro Atlanta to Lumpkin County in the North Georgia Mountains. Defined by lush, natural beauty, historic landmarks and heritage sites, upscale shopping and eclectic gallery hopping, ambitious performing arts, restaurant scenes both piquant and deliciously memorable and only-found-here attractions, the region unfolds from the heart of Georgia wine country to the cosmopolitan charms of the city. At each turn in the road there are recreational and sightseeing opportunities, both indoor and out, and an accommodations array that includes picturesque mountain cabins to inviting bed and breakfasts to hotels ranging from familiar and quality favorites to thoroughly upscale havens. Each distinctive community offers an exceptional experience; together, they provide a superlative opportunity to explore the many and varied facets of the Hospitality Highway region. For more information, visit www.hospitalityhighway.com <<http://www.hospitalityhighway.com/>> .

MEDIA CONTACT:

Dotty Etris, Executive Director
Historic Roswell Convention and Visitors Bureau
770.640.3253; toll free 1.800.776.7935
detris@roswellgov.com
www.visitroswellga.com

Teaser:

Somewhere just off scenic GA 400—the aptly named Hospitality Highway—festival fun is happening: old-fashioned carnival rides and children’s games, classic car shows, juried artists markets, arts and crafts, gold panning, pet parades, storytelling, hog calling, watermelon contests, music and concerts, moonshine and all the magic of the holiday season. Somewhere off scenic GA 400, festival fun is happening . . .

FOR IMMEDIATE RELEASE

One region, seven communities, 14 fall and winter festivals and events
*Georgia’s Hospitality Highway has festival and event fun at
each turn along the way*

THE HOSPITALITY HIGHWAY REGION, GA - June 18, 2009 - Somewhere just off scenic GA 400, a festival is getting underway. From North Fulton County in metro Atlanta to Lumpkin County in the North Georgia Mountains, the Hospitality Highway leads you to one festival after another, from September through December: classic car shows, old-fashioned county fairs, tantalizing “Tastes of” and gatherings dedicated to moonshine and gold rush fun in the fall. Winter brings tree lightings, historic homes dressed to the holiday nines, visits with St. Nick and old-fashioned Christmas cheer and merrymaking. Visit www.hospitalityhighway.com <<http://www.hospitalityhighway.com/>> to chart your course to festival fun, food, music and adventure or click on the individual websites below for more details about each festival.

Fall fetes are fun and delicious

In the Hospitality Highway region, fall festivals mean classic cars, county fairs, old-fashioned fun, games and rides, music and food to satisfy all tastes and appetites and arts and crafts to tickle your fancy. Storytelling, heritage demos and hog calling, too.

Movies by Moonlight

Fri., Sept. 11, dusk

Fri., Oct. 2, dusk

Fri., Oct. 9, dusk

Lawn at Sandy Springs United Methodist Church’s Hitson Activity Center

Admission: Free

www.leadershipsandysprings.org/movies.html

<<http://www.leadershipsandysprings.org/movies.html>> ; 404-256-9091*

Event features: Family-oriented outdoor movie series with food, concessions and local entertainment offered before each movie, beginning at dusk. Bring lawn chairs and blankets, kick back and enjoy the show. *NOTE: In case of uncertain weather on the day of the movie, please call 404-256-9091 for an update. Information will be posted around 6:00 p.m. that day.

Alpharetta’s Old Milton Country Fair

Sat., Sept. 12, 10 a.m.-5 p.m.

Sun., Sept. 13, 10 a.m.-5 p.m.

On the grounds of old Milton High School, now Milton Center

Admission: Free

www.oldmiltoncountryfair.com <<http://www.oldmiltoncountryfair.com/>>; 770-653-6821

Festival features: Interactive festival with heritage demonstrations, old-time children’s and carnival games, square dancing, arts and crafts, watermelon and pickle eating contests; antique wagon/tractor/car show; farmers market; contests.

Alpharetta's FunFest & Classic Car Show

Saturday, Sept. 19, 11 a.m.-6 p.m.

North Point Mall

Admission: Free

www.Alpharettafunfest.com <<http://www.alpharettafunfest.com/>>;

770-360-9042

Festival features: car show; Kids' Zone with petting zoo, arts and crafts area, rides and games; Cuisine Scene with many of the areas fine restaurants; entertainment throughout the day and evening.

Annual Sandy Springs Festival

Sat., Sept. 26, 9 a.m.-7:00 p.m.

Sun. Sept. 27, 11 a.m.-5:00 p.m.

Heritage Green

Admission: \$5

www.sandyspringsfestival.com <<http://www.sandyspringsfestival.com/>>;

404-851-9111

Festival features: Artist's Market, Juried and Judged; Business Expo; Children's Park; Civic Expo; Collector Car Show; Doug Kessler Lightning 10K and 5K (Peachtree Road Race Qualifier); Food Court; Heritage Crafters; Kiwanis Pet Parade; Live local entertainment featuring Fulton County, Georgia artists; Silent Auction; and The Teen Territory.

Cumming-Forsyth Grass in the Grove Bluegrass Festival

Sat., Sept. 19, 11-4 p.m.

Shady Grove Campground on Lake Lanier

Admission: \$10/per vehicle; RV and tent campsites available; boats welcome to anchor in any of the coves outside of the park.

www.lakelanier.com/events/bluegrass-festival

<<http://www.lakelanier.com/events/bluegrass-festival>> ; 770 781-2217

Festival features: Day long musical festival with both traditional and contemporary bluegrass bands. Bands include Honi Deaton & Dream, 4Ever Blue, among others.

Cumming Country Fair and Festival

Oct. 8-18: 4-10 p.m. Mon.-Thurs.; 4-Midnight Fri.; 10 a.m.-Midnight Sat.; and 12:30-7 p.m. Sun.
Cumming Fairgrounds

Admission: \$7/adults; \$3/ages 5-18; Free/ages 4 and under. Advanced tickets (available Sept. 1-30): \$5/adults; \$2/ages 5-18.

Parking: \$3. Handicap parking available.

www.cummingfair.net <<http://www.cummingfair.net/>> ; 770-781-3491

Festival features: more than 40 rides from the James H. Drew Exposition; Heritage Village; Indian Village; daily attractions; concerts by Lorrie Morgan on Oct. 9; concert on Oct. 13 TBA; Downhere on Oct. 14; The Charlie Daniels Band on Oct. 15; and Ray Price on Oct. 16. Concerts are free with paid admission to the Fair.

The Taste of Roswell

Sat. Oct. 17, 12-5:30pm

Historic Town Square

Admission: Free

www.visitroswellga.com <<http://www.visitroswellga.com/>>; 1-800-776-7935

Festival features: Sample the culinary delights by Roswell restaurants amidst the ambiance of the Historic District and musical entertainment from the bandstand. Restaurant "tastes" range from \$0.50 to \$3.00.

Dahlonega Gold Rush Festival

Sat., Oct. 17, 10 a.m.-6 p.m.

Sun., Oct. 18, 10 a.m.-6 p.m.

Dahlonega Public Square

Admission: Free

www.dahlongajaycees.com <<http://www.dahlongajaycees.com/>>;

706-864-7247; 1-800-231-5543

Festival features: Recall the first gold rush in the U.S. with more than 300 art and craft exhibitors; parade; children's activities; fashion show; gold panning contest; wheelbarrow race; King and Queen Coronation; hog calling and buck dancing contests; gospel singing and other live entertainment; wrist wrestling; lots of delicious food.

Dawson County Moonshine Festival

Sat., Oct. 24, 8 a.m.-5 p.m.

Sun., Oct. 25, 8 a.m.-5 p.m.

Dawsonville Town Square

Admission: Free

www.dawson.org <<http://www.dawson.org/>>; 1-877-302-9271

Festival features: Celebrate NASCAR and the days of moonshine and souped up cars with crafts, food, music, exhibits and entertainment; parade; car show, including vintage racecars and their drivers; kid's games and rides; storytelling; visits to an old Moonshine still.

Winter festivals twinkle to life

The Hospitality Highway region lights up during the holidays: tree lightings and candle lightings, visits and pictures with Santa, historic homes with their halls decked and aglow—plenty of yuletide fun and goodwill for all throughout the holiday season.

Buckhead's Candlelight Nights

Tues., Dec. 8, 5:30-9:00 p.m.

Tues., Dec. 15, 5:30-9:00 p.m.

The Atlanta History Center

Admission: \$10/adult members; \$5/member children; \$15/nonmember adults; \$7/nonmember children.

www.atlantahistorycenter.com <<http://www.atlantahistorycenter.com/>>;

404-814-4000

Event features: One of Atlanta's classic holiday offerings, Candlelight Nights allows visitors to escape the hustle-bustle of the holiday season and enjoy the winter landscape of the History Center's 33-acre Buckhead campus at dusk, as beautiful candlelit paths illuminate gardens, trails and historic homes.

Buckhead's Macy's Holiday Great Tree Lighting

Thanksgiving evening

Lenox Square parking lot

Admission: Free

www.buckheadis.com <<http://www.buckheadis.com/>>; 770-913-5639

Event features: Kick off your holiday season at the lighting of Macy's beautiful Georgia white pine tree, live entertainment and celebrity appearances.

Christmas in Roswell

Nov. 21- Dec. 31

Roswell Historic District

Admission: Trilogy Pass to all 3 homes; \$18.00 for adults; \$15.00 for children ages 6-12; Children under age 6 free. Individual tickets; \$8.00 for adults; \$6.00 for children ages 6-12; Children under age 6 free.

www.visitroswellga.com <<http://www.visitroswellga.com/>>; 1-800-776-7935

Festival features: Experience the magic and wonder of the holiday season at Bulloch Hall, Barrington Hall and Smith Plantation Home, each dressed in seasonal splendor and open for tours. Shop in period storefronts for one-of-a-kind gifts or celebrate with friends and family at one of Roswell's unique restaurants.

Dawsonville Lighting of the Tree

Last week of November/First week of December

City Hall

Admission: Free

www.dawson.org <<http://www.dawson.org/>>, 1-877-302-9271

Festival features: Lighting of the Tree; pictures with Santa; seasonal festivities.

Dahlonega's Old Fashioned Christmas

Begins Fri., Nov. 27 through December with the parade on Dec. 5

Dahlonega Public Square

Admission: Free

www.dahlonega.org <<http://www.dahlonega.org/>>; 1-800-231-5543

Festival features: This event kicks off with the lighting of the Square on Nov. 27 and includes the lighting of the tree; visits with Santa; parade; extended shopping hours on the Square and merchant Open House; entertainment; refreshments; lighting of the luminaries; parade; sleigh bell tour.

Stretching from Atlanta metro to the mountains, the Hospitality Highway region brings a variety of festival fun at each turn along the way: classic car shows, county fairs, music and regional "tastes," festivals celebrating moonshine, a gold rush and the joy of an old-fashioned holiday season. Click on www.hospitalityhighway.com <<http://www.hospitalityhighway.com/>> and choose your festival adventure.

The communities of the Hospitality Highway:

Alpharetta, www.AwesomeAlpharetta.com <<http://www.awesomealpharetta.com/>>

Buckhead, www.buckheadis.com <<http://www.buckheadis.com/>>

Cumming-Forsyth, www.cummingforsythchamber.org

<<http://www.cummingforsythchamber.org/>>

Dahlonega, www.dahlonega.org <<http://www.dahlonega.org/>>

Dawsonville-Dawson County, www.dawson.org <<http://www.dawson.org/>>

Roswell, www.visitroswellga.com <<http://www.visitroswellga.com/>>

Sandy Springs, www.visitsandysprings.org <<http://www.visitsandysprings.org/>>

The Hospitality Highway encompasses the full length of scenic Georgia 400, linking together the communities of Buckhead, Sandy Springs, Roswell, Alpharetta, Cumming/Forsyth, Dawsonville and Dahlonega, from North Fulton County in metro

Atlanta to Lumpkin County in the North Georgia Mountains. Defined by lush, natural beauty, historic landmarks and heritage sites, upscale shopping and eclectic gallery hopping, ambitious performing arts, restaurant scenes both piquant and deliciously memorable and only-found-here attractions, the region unfolds from the heart of Georgia wine country to the cosmopolitan charms of the city. At each turn in the road there are recreational and sightseeing opportunities, both indoor and out, and an accommodations array that includes picturesque mountain cabins to inviting bed and breakfasts to hotels ranging from familiar and quality favorites to thoroughly upscale havens. Each distinctive community offers an exceptional experience; together, they provide a superlative opportunity to explore the many and varied facets of the Hospitality Highway region. For more information, visit www.hospitalityhighway.com <<http://www.hospitalityhighway.com/>>.

MEDIA CONTACT:

Dotty Etris, Executive Director
Historic Roswell Convention and Visitors Bureau
770.640.3253; toll free 1.800.776.7935
detris@roswellgov.com
www.visitroswellga.com