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For Immediate Release

High Resolution Images Available

Alpharetta's Got Autumn in the Bag

Bag this promotion and you'll be celebrating the season in style!

ALPHARETTA, GA – A crisp note in the air signals the arrival of autumn and the Alpharetta Convention and Visitors Bureau (CVB) has just the way to commemorate the seasonal change. From outdoor activities like hiking and biking to classes that will teach you how to whip up a healthy meal using local produce, our bag of tricks for celebrating the season are tried and true...plus, we've got a few new ones, too.

Our bag of tricks begins with...

You won't need a sleeping bag! Pack your bags and head to Alpharetta, Georgia, located just 22 miles north of Atlanta, where 23 upscale and modern hotels await you. We're so excited about your arrival, we'll even help you pack by **giving away a five-piece luggage set** to one lucky winner. Register to win at www.AwesomeAlpharetta.com or stop by the Downtown Alpharetta Welcome Center located on Main Street and pick up an entry form, maps, brochures, a visitor's guide, and calendar of events. The contest runs from September - October, with the winning entry drawn on November 1, 2009. Plus, everyone who stops by the Welcome Center during September and October will receive a complimentary goody bag!

Brown bag it! More than 750 acres of parkland mean you'll be able to quench your thirst for outdoor adventure while in Alpharetta. Take advantage of cycling packages at www.AwesomeAlpharetta.com and bike your way down the Alpharetta Big Creek Greenway, a 6.1-mile long, 12-foot wide paved path that includes additional mountain biking trails and meanders throughout the city. Plan to pack a picnic and enjoy lunch on the go. After lunch, why not geocache to discover the thousands of caches hidden throughout the city? Be sure to make time for the 13 hiking trails within a 20-mile radius of Alpharetta and don't forget to stop by the Downtown Alpharetta Welcome Center where you can pick up complimentary brochures for the city's two arboretums and History Walk – all of which make for great self-guided walking tours.

Put this in your grocery bag! Catch a cooking class at Publix Apron's Cooking School, the only of its kind in Georgia, or Harry's Farmers Market Salud! Cooking School and you'll know – MORE –

just what ingredients to place in your grocery bag. From celebrity chef demonstrations to classes devoted to knife skills, these courses serve up a heaping plate of “know-how” when it comes to all things culinary. For unbeatable savings, pair a class with special culinary packages at www.AwesomeAlpharetta.com.

Bag a spa treatment! You’ll enjoy relaxing in the lap of luxury at any of Alpharetta’s 13 spas. Select a treatment for your tootsies or indulge in a hot stone massage and facial. However you choose to unwind, you will find a respite in Alpharetta.

Doggy bags! When eating in a city with more than 150 dining options, it’s smart to bring along a doggy bag. With settings that range from al fresco to fireside to plain and simple fun, restaurants, including fine dining establishments, locally owned eateries, national franchises and lively cafés, dot the culinary landscape. Cuisine spans American, Chinese, Italian and Mexican, to Brazilian, Caribbean, Irish, Japanese and Thai fare, meaning there is something for everyone on the menu.

Shopping bags! You will want help carrying all of your shopping bags after visiting the city’s seven unique shopping districts. From the Southeast’s only American Girl Boutique and Bistro, located amongst the 140 stores at Alpharetta’s North Point Mall, to the more than 30,000 square feet of unique finds at Queen of Hearts Antiques and Interiors, you can literally shop ‘til you drop. Don’t miss Matilda’s, whimsical world of folk art, and be sure to stop by Parsons Gifts and Collectibles.

Plan to fall into Alpharetta during these autumn events!

Old Milton Country Fair Celebrate the history and heritage of the community at a good old-fashioned country fair. Barbecue and blue grass music, old-time carnival games, heritage and country crafts and demonstrations, pony and train rides, historic exhibits, classic cars, storytelling and more! Named a “Top 20 Event in the Southeast” by the Southeast Tourism Society. Milton Center at Log Cabin. Saturday and Sunday, September 12-13; 10 a.m. – 5 p.m.

Ironkids Triathlon The IronKids National Event Series was started in 1985 and has seen more than 40,000 participants in its history. The series is a swim, bike, run competition for ages 6-15. Distances vary with age. There will also be fun activities for families. Wills Park. Saturday and Sunday, September 12 – 13.

Alpharetta FunFest & Classic Car Show Much more than a car show, the FunFest has something for the entire family. The Kids' Zone includes a petting zoo, arts and crafts area, rides and games. Enjoy entertainment throughout the day and evening. Free admission; located at North Point Mall and North Point Center East. Saturday, September 19; 11 a.m. – 6 p.m.

Crossroads in Crabapple Antique and Arts Festival 50 American Country Antique Dealers and 50 juried local artists are featured at this one day only annual show in Historic Crabapple. Food vendors, children's activities and roaming musicians. Downtown Crabapple. Saturday, October 3; 9 a.m. – 5 p.m.

For more information call the Alpharetta CVB toll-free (800) 294-0923, locally (678) 297-0102; or visit. www.AwesomeAlpharetta.com END