



FOR IMMEDIATE RELEASE

Kick Off an Unforgettable Alpharetta Weekend with the Mayor's Corporate Challenge 5K

ALPHARETTA, GA – August 29, 2025 - Start your Alpharetta weekend with purpose and energy at the 29th Annual Mayor's Corporate Challenge 5K, happening Thursday, September 18 in downtown Alpharetta. Hosted by the Rotary Club of Alpharetta and the City of Alpharetta, this beloved event brings together the corporate community to raise funds for impactful local and international causes. Since 2014, the Challenge has generated over \$700,000 for more than 100 charitable initiatives.

Then, keep the momentum going and live like a local all weekend long in Alpharetta. Kick things off Friday night at the Eclectic Lawn Series at the Alpharetta Arts Center, where live music and creative energy fill the air in a laid-back, open-air setting. On Saturday morning, wander through the Alpharetta Farmers Market in the heart of downtown, where fresh produce, handmade goods, and friendly faces create the perfect start to your day. As evening falls, head to *Roaring Social's Anniversary Celebration: Four-Ever Roaring*, an electrifying evening of music, glamour, and celebration. Featuring *The Vibe Fest 2025*, the event showcases top Atlanta talent, surprise performances, and a grand finale that promises to light up the night. Whether you're dancing, shopping, or simply soaking in the local charm, Alpharetta offers the perfect weekend escape.

"We're thrilled to welcome visitors to Alpharetta for a weekend filled with music, community, and unforgettable experiences. Whether you're racing through downtown or relaxing under the stars, we invite you to live like a local and discover the charm that makes Alpharetta one of the South's most celebrated destinations." said Janet Rodgers, President and CEO of the Alpharetta Convention & Visitors Bureau

Whether you're here for the music, the markets, or the meaningful moments, Alpharetta invites you to experience the city like a local. With accolades like *Top 3 Culinary Towns in the South* and *Best Cities on the Rise*, it's the perfect place to unwind, explore, and connect. Discover more and book your stay for an unforgettable getaway at [AwesomeAlpharetta.com](https://www.AwesomeAlpharetta.com)

##

Alpharetta Convention & Visitors Bureau

The Alpharetta Convention & Visitors Bureau is the official destination marketing organization for Alpharetta, Georgia — a vibrant city recently recognized as one of *The South's Best Cities on the Rise 2024* by *Southern Living Magazine*.

Media Contact:

Abbey Harwell

Alpharetta Convention and Visitors Bureau

Phone: 678-297-2811 x2313

Email: abbey@awesomealpharetta.com