

Alpharetta
GEORGIA

SUMMER
of CELEBRATION
IN ALPHARETTA, GEORGIA



— awesome —
ALPHARETTA[™]
CONVENTION & VISITORS BUREAU

678-297-2811
awesomealpharetta.com

The Official Destination Marketing Organization for Alpharetta, Georgia



Welcome to a **Summer of Celebration** in Alpharetta, GA!

Get ready for a spectacular summer season packed with music, moments, and memory-making in Alpharetta. All summer long, enjoy the can't-miss concerts, patriotic celebrations, global excitement, signature festivals, AND a chance to score your own weekend getaway. Whether you're here to rock out, explore, cheer, or unwind, Alpharetta is your home base for a summer that truly celebrates it all.



Alpharetta Gears Up for the **Summer of Global Soccer**

Atlanta is set to welcome eight international soccer match ups in summer 2026, bringing high-energy competition, fan festivals, community gatherings, and celebrations throughout the metro area. Make Alpharetta your home for all the action. Located only 22 miles north of Atlanta, Alpharetta offers fans easy access to all the action while enjoying the comfort and upscale experience of Alpharetta. Stay in style at one of **31 modern hotels**, dine in **chef-driven restaurants**, explore outdoor spaces, **upscale shopping**, and **top-tier entertainment** for fans from around the world. See why Alpharetta is the perfect destination offering *First Class Hospitality for World Class Fans!*



SCAN HERE to kick off a great summer with your favorite team!



Win a Weekend Getaway in Alpharetta, GA!

Enter to win a music-filled getaway in Alpharetta, where great tunes, unforgettable dining, and stylish shopping come together for the perfect weekend escape. It's the perfect way to end the **Summer of Celebration!**

Prize Package Includes:

- A **one-room, two-night weekend stay** at **The Hamilton** hotel in Downtown Alpharetta
- **Two VIP tickets** and a **VIP Parking Pass** to see *Breaking Benjamin* on October 17 at **Ameris Bank Amphitheatre**



SCAN HERE and **ENTER TO WIN** the perfect Summer of Celebration getaway in Alpharetta, GA!



To Enter, visit awesomealpharetta.com or stop by the **Alpharetta Welcome Center** between July 1 and August 31, 2026 to enter.

One entry per person. Winner will be selected and notified the week of September 1, 2026.

Price package valued at approximately \$600
A full list of contest rules can be found at awesomealpharetta.com.
Offered by the Alpharetta Convention and Visitor's Bureau.



Celebrate America's 250th Birthday in Alpharetta

Alpharetta is BOOMing with fun for the whole family with unique ways to celebrate **America's 250th birthday**. So, put on your best red, white, and blue attire and get ready for a patriotic weekend in Alpharetta that's sure to be a BLAST! The fun starts Friday, July 3rd with a **concert on the town green** featuring the *Party to the Moon* band. Following the music, an amazing **drone show** will light up the downtown sky over City Hall! The fun continues July 4th morning at the popular **Farmers Market**, held weekly at Alpharetta City Center. That night, return to Downtown Alpharetta's beautiful Wills Park for the annual **July 4th fireworks show**. Pack a picnic and settle in for this crowd-pleasing spectacular fireworks display lighting up the night at dusk. These patriotic events are sure to bring the community together for unforgettable celebrations of our nation.



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SCAN HERE and start planning your July 4th Weekend celebration in Alpharetta!
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Feel the Beat all Summer Long at Ameris Bank Amphitheatre

Turn up the volume at Alpharetta's spectacular 12,000-capacity outdoor venue, Ameris Bank Amphitheatre, where the live music you've been anticipating finally takes the stage. Surrounded by lush greenery and featuring state-of-the-art screens and audio, there isn't a bad seat in the house. You won't miss a single drum solo, guitar riff, or signature dance move! Acts this season include **Hilary Duff, Santana** and the **Doobie Brothers, Train, Styx** and **Chicago, Jack Johnson, 311**, and many more! *Admission ticket required.*



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SCAN HERE to see the full 2026 season line up at the Ameris Bank Amphitheatre.
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A **Patriotic Pathway** invites visitors and residents to discover how Alpharetta's history connects with America's larger story, from early settlement and innovation to civic engagement and technological leadership. Start your journey at the Alpharetta Welcome Center and explore the pathway through Historic Downtown Alpharetta. This self-guided walking tour connects thirteen historic places in the city, representing the 13 original colonies with defining moments in American history. *Distance: 2.5-3 miles.*



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SCAN HERE for the **Patriotic Pathway** honoring America's 250th birthday!
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Friday Night: Corey Smith



Saturday Night: Sister Hazel

SAVE THE DATE! October 9-10, 2026

Experience the magic of the **WIRE & WOOD SONGWRITERS FESTIVAL**, Alpharetta's most anticipated **TWO-DAY MUSIC CELEBRATION!** Headlined by acclaimed singer-songwriters **Corey Smith** and **Sister Hazel**, this beloved festival will fill the streets with rocking sounds and unforgettable performances. More than **30 local, regional, and national artists** perform at **6+ stages throughout Downtown Alpharetta**, from lively outdoor stages to cozy restaurants and neighborhood shops. Between songs, performers share the stories behind their music, creating an intimate, interactive experience you won't find at a typical concert. Consistently named one of the region's top events, Wire & Wood is a can't-miss weekend where great music, personal stories, and the vibrant spirit of Alpharetta come together! *Free admission.*



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SCAN HERE to learn more about this year's exciting Wire & Wood event!
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Alpharetta GEORGIA

With so much to do,
why not stay the night?

Add **value** to your stay with **special rates** and **packages** at one of our modern and upscale hotels. Many offer a selection of **suites, complimentary breakfast, free parking** and **free Wi-Fi**.

- Aloft Alpharetta | 678-527-6800
- Atlanta Marriott Alpharetta | 770-754-9600
- Comfort Inn Alpharetta-Atlanta North | 470-273-6604
- Comfort Suites Alpharetta/Roswell – Atlanta Area | 770-649-0955
- Courtyard Atlanta Alpharetta | 678-366-3360
- Courtyard Atlanta Alpharetta/Avalon Area | 770-475-9955
- DoubleTree by Hilton Hotel Atlanta-Alpharetta | 678-347-0022
- Embassy Suites by Hilton Atlanta Alpharetta | 678-566-8800
- EVEN Hotel Alpharetta-Avalon Area | 770-869-2546
- Extended Stay America-Atlanta-Alpharetta-Northpoint-East | 770-475-7871
- Extended Stay America-Atlanta-Alpharetta-Northpoint-West | 770-569-1730
- Extended Stay America-Atlanta-Alpharetta-Rock Mill Road | 770-475-2676
- Fairfield Inn & Suites Alpharetta Avalon Area | 470-789-9367
- Fairfield Inn & Suites Atlanta Alpharetta | 770-663-4000
- Hampton Inn & Suites Alpharetta | 678-393-0990
- Hampton Inn & Suites Alpharetta/Roswell | 770-640-5511
- Hilton Alpharetta Atlanta | 678-240-9222
- Hilton Garden Inn Atlanta North/Alpharetta | 770-360-7766
- Hilton Garden Inn Atlanta Northpoint | 678-566-3900
- Holiday Inn Express & Suites
Alpharetta-Windward Parkway | 678-339-0505
- Home2 Suites by Hilton Alpharetta | 470-479-6699
- Homewood Suites by Hilton Atlanta-Alpharetta | 770-998-1622
- Hyatt Place Atlanta/Alpharetta/North Point Mall | 770-594-8788
- Hyatt Place Atlanta/Alpharetta/Windward Parkway | 770-343-9566
- La Quinta Inn & Suites by Wyndham Atlanta Alpharetta | 770-754-7800
- Sonesta ES Suites Atlanta Alpharetta Avalon | 770-569-7200
- Sonesta ES Suites Atlanta Alpharetta North Point Mall | 770-587-1151
- Sonesta ES Suites Atlanta Alpharetta Windward | 770-664-0664
- The Hamilton Alpharetta, Curio Collection by Hilton | 770-777-1820
- The Hotel at Avalon, Autograph Collection,
& Alpharetta Conference Center | 678-722-3600
- TownePlace Suites Atlanta Alpharetta | 770-664-1300



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SCAN HERE to book your Alpharetta
hotel room with just one click!
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