



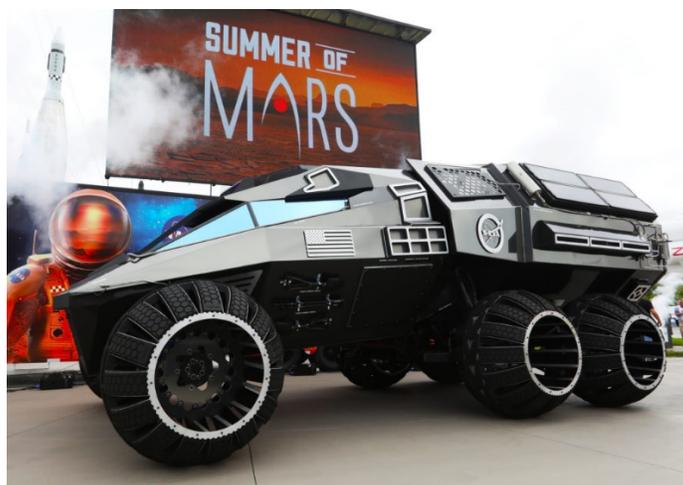
Contact: Layne Mitchell  
Director of Communications  
Office: 678-297-2811  
layne@awesomealpharetta.com

**For Immediate Release**

## **Alpharetta to land NASA's Mars Rover Concept Vehicle**

**ALPHARETTA, GA (July 25, 2017)** – NASA's Mars Rover concept vehicle, designed for navigating the demanding landscape of Mars, will be making a landing in Alpharetta on Saturday, August 12 from 10 a.m. – 9 p.m. at North Point Mall. As part of its very limited east coast tour, Alpharetta will be the final stop in the Southeast before it returns to its permanent home at the Rocket Garden, Kennedy Space Center Visitor Complex in Florida. Previous tour cities include Washington D.C., New York and New Jersey.

Based on NASA science, the Mars Rover functions as both a working vehicle and laboratory. The next generation of space explorers could be traveling and working in a high-tech mobile lab similar to one. It features life support systems, navigation and communication systems, and design and materials that relate to conditions and resources on Mars.



This Rover is an impressive 28 feet long with the lab attached, 14 feet wide and 11 feet tall, and has massive wheels designed to travel over dunes, rocks and craters. Visitors will have an opportunity to get up close to this extraordinary machine during its visit.

“We love supporting and having events such as this that are fun for individuals or the entire family,” said Janet Rodgers, president and CEO of Alpharetta Convention and Visitors Bureau. “We invite residents and visitors to attend this event and experience out of this world fun, right here in Alpharetta.”

Plan a trip to Alpharetta to see the Mars Rover at North Point Mall and experience all things fun to do to during your stay. Alpharetta is home to the only the American Girl Boutique and Bistro in Georgia, where imaginations will soar while shopping the doll collections, grabbing a treat at the Bistro, or treating your doll to a new look at the Doll Hair Salon. Release your inner daredevil at the Motorcycle Safety Foundation during one of their internationally recognized rider training classes. As one of only three locations in the country, the MSF is dedicated to expanding rider education and motorcycle safety while you enjoy the ride.

For additional attractions and activities in Alpharetta, visit <http://www.awesomealpharetta.com/what-to-do/>

Book your hotel and start planning a weekend packed with awesome events and activities! For more information on hotel rates and on all of Alpharetta’s 23 hotels, visit [www.awesomealpharetta.com](http://www.awesomealpharetta.com).

### **Alpharetta Convention and Visitors Bureau**

The Alpharetta Convention and Visitors Bureau serves as the official destination marketing organization for the city of Alpharetta, promoting tourism and attracting visitors to all 23 of Alpharetta’s upscale and modern hotels. Visit [awesomealpharetta.com](http://www.awesomealpharetta.com) for more information.

###