



FOR RELEASE
June 5, 2018

MEDIA CONTACT
Jeanine Jones
Public Relations Manager
Cell: 404-909-1106
jeanine@awesomealpharetta.com

Alpharetta Convention and Visitors Bureau Invites Visitors to “Soak Up The Summer At American Girl®” with New Campaign

Alpharetta, Ga. – The Alpharetta Convention and Visitors Bureau invites visitors to soak up the summer at American Girl® in Alpharetta, Ga. with its new tourism campaign and [weekend package giveaway](#) that runs until July 31, 2018.



[The American Girl® Boutique and Bistro](#) is more than just a store – it is a place for a girl’s imagination to soar. Once walking into the boutique and bistro, imaginations will spark, and unforgettable memories will be made. The Alpharetta location is the only store in the state of Georgia and is packed with American Girl favorites featuring a bookstore, specialty bistro and doll hair salon.

This year’s giveaway is centered around the Maryellen Larken™ doll. She is the 14th historical character in the American Girl® Doll Collection representing the 1950s era. Maryellen is a fan of summertime fun which makes Alpharetta the perfect destination for her adventures.

To add to the extraordinary experience, Alpharetta has two hotels that have [American Girl® packages](#), each offering something a little extra special for girls and their families during their hotel stay. Experiences offered include a special check-in, pink rooms, cookies, pink lemonade, doll beds and robes.

“The American Girl Boutique and Bistro is one of the city’s major tourism assets,” said Janet Rodgers, president and CEO of the Alpharetta Convention and Visitors Bureau. “This campaign is an awesome opportunity to share the attraction and the events going on this summer with our potential visitors and to encourage them to visit Alpharetta and stay in one of the city’s 25 hotels.”

To celebrate the American Girl® Boutique and Bistro, the Alpharetta Convention and Visitors Bureau is giving away the [Soak Up The Summer at American Girl Weekend Package](#). One winner will receive:

- Two-night weekend stay in a two-bedroom suite for a family of four at the Residence Inn Atlanta Alpharetta/North Point Mall for the nights of Friday, August 24, 2018 and Saturday, August 25, 2018 with all the American Girl® Package amenities: special check-in, a doll bed, pink linens, breakfast for four each morning, American Girl® movie night and more (\$610 value)
- VIP tour of American Girl® Boutique and Bistro Alpharetta on Saturday, August 25 at 10:00 a.m. – tour given by an American Girl® staff member
- One Maryellen Larkin™ doll with book (\$115 value)
- Maryellen’s Accessories Pack, Vacation Playsuit and Flamingo Swim Outfit (\$90 value)
- Two additional Maryellen Books (\$20 value)
- Maryellen’s Airstream® Travel Trailer, Campfire Cooking Set, Hiking Accessories and her dog, Scooter (\$447 value)
- Salon treatments for the winner’s doll to include a Spa Deluxe Package, Ear Piercing and a Hair Style (\$56 value)
- Lunch or dinner for a party of four in American Girl® Bistro on Saturday, August 25, 2018 (\$150 value)

Total prize package valued at approximately \$1,490. Those who enter must be 18 years old or older.

Promotion ends July 31, 2018. For official rules and to enter visit 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, Ga. Recently named “One of the South’s Friendliest Cities” by *Southern Living Magazine* and “One of the Best Places to Visit in Georgia” by Vacationidea.com, Alpharetta is conveniently located just 22 miles north of Atlanta. For more information call 678.297.2811 or visit www.awesomealpharetta.com.

###