



Arts and Entertainment Abound in Alpharetta, Ga.

Reasons Readers Need to Discover the Next Best Southern Destination for Arts and Entertainment

ALPHARETTA, GA – September 2018 – The city of Alpharetta, Ga. is excited to unveil a lineup of unbeatable arts and entertainment experiences perfect for travelers seeking the charming spirit of the South with all the bells and whistles of bustling metropolitan destinations. Upcoming highlights for the under-the-radar cultural hub include the European Market (September 15-16), Atlanta International Night Market (October 6-7) and Wire & Wood Alpharetta Songwriters Festival (October 12-13), as well as countless area activities perfectly suited for visitors of all ages.

“With more than 300 things to do, it is no surprise that word of our nightlife, live entertainment and cultural experiences is starting to spread not only regionally, but nationally,” said Janet Rodgers, president and CEO of the Alpharetta Convention & Visitors Bureau. “We are honored to host such special events and look forward to welcoming visitors both old and new to Alpharetta.”

The Alpharetta arts and entertainment scene never goes out of season, but this one-stop-shop destination for great food, good fun, can’t-miss shopping and incredible cultural immersions will celebrate the end of summer and start of sweater season with an astounding array of events and popular area activities.

European Market

Back by popular demand, the European Market returns to historic downtown Alpharetta September 15-16, 2018. For a touch of Europe, the two-day event takes place all under one large tent lining Milton Avenue between Main Street and Roswell/Canton Street, setting the event apart from other art festivals with a unique and intimate boutique market setting. The European Market showcases some of the best local artisans and gatherers in the area and features an eclectic ensemble of vintage style home décor and furniture, beautiful works of art, handcrafted jewelry, clothing, accessories, unique gifts and more.

Atlanta International Art Market

Coming to Alpharetta for the first time is the annual Atlanta International Night Market (AINM) on October 6-7, 2018. AINM is the newest, largest and most diverse night market in the United States, with 75+ countries represented, 200+ vendors and an estimated 65,000+ attendees. The family-friendly, open air market will set up shop outside North Point Mall with vendors featuring art, food, drink and small-scale cultural performances all celebrating the rich cultural diversity and heritage of Atlanta. With a festive Kids Zone, cooking demonstrations, a full bar, educational International Village and more, visitors

can enjoy a taste of the world without crossing any oceans. For a fun, safe and fully immersive festival experience, many of the 23+ hotels in Alpharetta are running special Atlanta Night Market rates.

Wire & Wood Alpharetta Songwriters Festival

The Wire & Wood Alpharetta Songwriters Festival returns to downtown Alpharetta for its sixth year October 12-13, 2018. The two-day event will be free to the public. Shows run across multiple indoor and outdoor venues from 5 p.m. to 10 p.m. each day. Announced headliners include Robert Randolph and The Family Band, Justin Townes Earle, Dan Wilson (Semisonic) and Glen Phillips (Toad the Wet Sprocket). The beloved songwriter festival is a family-friendly event that brings both national and local singer-songwriters together to give festivalgoers a behind-the-scenes look at the stories behind the music.

Under-the-Radar Music Scene

The Wire & Wood Songwriters Festival is just a small sample of the lively music scene in Alpharetta. Alpharetta has four venues for catching sensational live shows, each offering their own unique personality and listening experience. Verizon Amphitheatre is the largest of the four venues, featuring a scenic, park-like atmosphere. The amphitheater brings in big names in music each year such as Lady Antebellum, Chris Stapleton, Charlie Puth, Rascal Flatts, Dixie Chicks and more. Two of Alpharetta's more intimate music listening experiences include The Velvet Note, a cabaret-style music venue and jazz club, and Matilda's Music Under the Pines, a popular concert series with a "back home" feel where artists play on a back porch while the audience lounges in chairs and on blankets. Another favorite Alpharetta music venue is Chukkar Farm, a family-owned property hosting polo matches and seasonal concerts. The Home by Dark concert series at Chukkar Farm is a crowd favorite and showcases both local and regional songwriters.

Open Air Art

Alpharetta is not only a destination for live music, but also for art. The redevelopment of downtown Alpharetta sparked a growing public arts program. From May through December 2018, Alpharetta's first outdoor, open-air sculpture gallery featuring seven premiere works, "Miscellany" will be available for viewing. The sculptures are located behind City Hall at Brooke Street Park. In 2018, Alpharetta added a series of works celebrating the Alpharetta music scene themed "Instruments of Inspiration." The growing popularity of the works lead to the creation of the Downtown Alpharetta Arts Walking Tour. The self-guided tour takes visitors to all the new art pieces located throughout historic downtown, City Hall and Brooke Street Park. For an even deeper look into the Alpharetta arts scene, visitors can venture to Chukkar Farm and experience Cashin's Sculpture Garden. The sculpture garden is scheduled to open in three phases, with Phase I open to the public. Phase I features 21 of an anticipated 54 total sculpture sites.

For more information on arts, entertainment and accommodations in Alpharetta, please visit www.awesomealpharetta.com.

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About the Alpharetta Convention & 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 awesomealpharetta.com.