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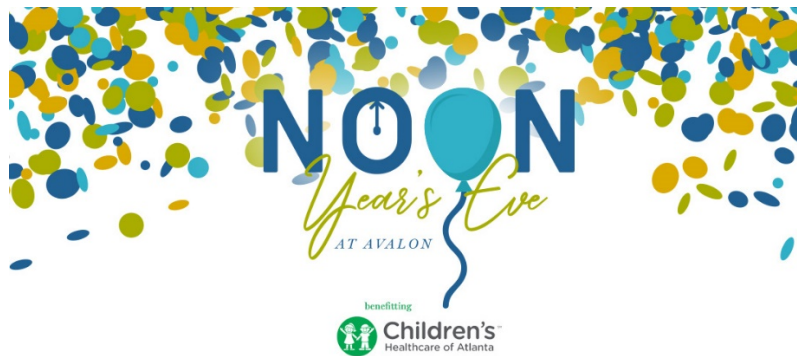
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Alpharetta's Avalon to Host Inaugural "Noon Year's Eve" Family-Friendly Celebration

Alpharetta's newest New Year's Eve tradition, Dec 31

ALPHARETTA, GA - (Dec. 17, 2018) – Whether you're popping champagne or sparkling cider, head to Avalon in Alpharetta for the mixed-use destination's first-ever "Noon Year's Eve," a family-friendly celebration at The Hotel at Avalon & Alpharetta Conference Center. On Monday, Dec. 31 from 10 a.m. to 1 p.m., partygoers of all ages are invited to ring in the new year with a variety of activities, including a countdown to 2019 at 11:59 a.m. Tickets are now on sale.



"New Year's Eve is one of the most glamorous celebrations of the year, but we noticed an absence of daytime, family-friendly activities designed for revelers of all ages to enjoy," said Cayley Mullen, hospitality and marketing manager at Avalon. "At Noon Year's Eve, even kiddos with early bedtimes can experience the excitement and traditional festivities of the new year."

Beginning at 10 a.m., guests of the event will experience live entertainment by DJ Willy Wow, a one-of-a-kind arts and crafts station, face painting and bedazzling, and the opportunity to add a resolution to the hotel's New Year's resolution wall.

Throughout the event, families will indulge in a tasty popcorn station, a candy bar, a donut wall and cotton candy cart. For the adults, mimosas and other festive spirits will be available for purchase. At

11:59 a.m. sharp, the symbolic countdown to 2019 will begin, and at Noon, a cascading balloon drop will fall from the ceiling to welcome in the new year.

In addition, guests are invited to participate in a silent auction for a chance to win a variety of family-focused prizes, such as a “Mommy and Me” blowout at Dry Bar, a weekend getaway at The Hotel at Avalon & Alpharetta Conference Center, a Dave & Buster’s family package and more. Proceeds from the auction will benefit Children’s Healthcare of Atlanta.

Tickets for adults and children are priced at \$15 per person; kids aged two years or younger have free admission. To purchase tickets, visit: [freshtix.com/events/noon-years-eve](https://www.freshtix.com/events/noon-years-eve).

The presenting sponsor for Noon Year’s Eve is the Alpharetta Convention & Visitors Bureau, with The Hotel at Avalon & Alpharetta Conference Center serving as the host sponsor. Additional event sponsors are PopnPixels and Painting with a Twist.

“Noon Year’s Eve is such an exciting new addition to Alpharetta’s Avalon event lineup and a wonderful way for families to welcome in the new year,” said Janet Rodgers, president and CEO of the Alpharetta Convention and Visitors Bureau. “Avalon and The Hotel at Avalon & Alpharetta Conference Center are the perfect hosts for this event since they provide event goers the opportunity to attend the event plus shop, dine and stay overnight all in one location. Families can make this event a turnkey New Year’s weekend getaway or staycation.”

During Noon Year’s Eve, guests are encouraged to share experiences on social media using #AwesomeAlpharetta, #AvalonInsider and #NoonYearsEve. For more information, please visit [experienceavalon.com](https://www.experienceavalon.com).

For more information, please 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 [awesomealpharetta.com](https://www.awesomealpharetta.com).

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