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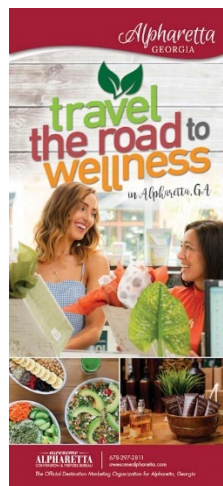
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## **The Alpharetta Convention and Visitors Bureau Invites Visitors To Travel The Road To Wellness In Alpharetta, Georgia**

*New campaign highlights Alpharetta as the perfect wellness travel destination with a getaway giveaway*

**ALPHARETTA, GA - (Jan. 8, 2020)** – The Alpharetta Convention and Visitors Bureau kicked off a new campaign called “Travel The Road To Wellness In Alpharetta” to celebrate the city’s abundance of wellness focused activities and experiences. The campaign includes an Alpharetta wellness getaway giveaway including a two-night, weekend stay at the Hotel at Avalon plus gift cards to some of the city’s most rejuvenating places to relax, unwind and focus on health.



Wellness tourism is on the rise as travelers are looking to stay healthy and fit while on the road for business or leisure. Alpharetta is the perfect destination to refuel visitor’s bodies, minds, spirits, and souls. Whether travelers are looking to rejuvenate physically, mentally or just kick start a healthier lifestyle, Alpharetta offers rejuvenating spa treatments, plenty of outdoor and fitness opportunities, retail therapy, healthy cuisine and creative therapies to put self-care and health at the center of their travel experience.

### **Spas and Wellness Centers**

Alpharetta boasts 23 spas and wellness centers with a variety of services for relaxation and rejuvenation. Nothing gets the recharging started quicker than a heated stone therapy massage at Downtown Alpharetta’s Natural Body Spa or a photofacial at Dermani Medspa. Visitors can experience the nourishing properties of essential oils with a customized therapeutic massage at LaVida Massage or a lavender-infused massage to promote a better night’s sleep at The Woodhouse Day Spa.

### **Fitness Experiences**

Alpharetta presents a number of ways to stretch, flex, and honor every visitor's fitness goals. Drop-in classes like Core57 and Club Pilates seek to tone and strengthen, while Title Boxing Club and Trapeze Yoga offer more niche ways to get a workout in. For travelers looking for an outdoor training session, Alpharetta's stunning parks provide trails that beg to be traversed on foot or by bike, and there's never a shortage of free fitness classes at Avalon, Brooke Street Park and the Wills Park Recreation Center during the spring and summer months.

### **Retail Therapy**

Alpharetta is home to a handful of sport and fitness-focused shops such as Lululemon Athletica, Alpharetta Outfitters, Mountain High Outfitters, REI and more that will get everyone trail-ready or prepared to hit the gym. The city's abundant shopping scene with more than 250 shops in three distinct shopping districts will cure anyone needing pure retail therapy in their life.

### **Healthy Dining and Culinary Experiences**

With over 200 dining options and culinary experiences in Alpharetta, the delicious and good-for-you food possibilities are endless. Discover flavor-packed fuel in the form of acai bowls at Vitality Bowls or enjoy a variety of seasonal fare and thoughtfully crafted beverages like Dr. Weil's Wellness Shot at True Food Kitchen. Local, farm-fresh ingredients delivered right to the table can be found at eateries such as Secreto Kitchen & Bar, South Main Kitchen and Farm to Ladle. Visitors will also be happy to find four cooking schools including Publix Aprons Cooking School, Sur la Table, Salud Cooking at Whole Foods Avalon and William Sonoma to try hands on workshops with health-filled dishes to cook up.

### **Creative Therapies**

Living well means so much more than working up a good sweat or practicing mindfulness. Visitors can stir their creative soul through art, music and theater in Alpharetta. From artistic experiences like Artrageous Potter and All Fired Up that give the opportunity to create a unique piece all your own to in-studio painting sessions at The Treehouse at Sis & Moon's, the magic of artistic expression awaits. If further inspiration is on the list, local exhibits like those on offer through the Downtown Alpharetta Arts Walking Tour, the Alpharetta Arts Center, and Chic Evolution in Art gallery are sure to stimulate the senses.

"Amenities and experiences built around health and wellness are becoming more and more important for a destination to offer visitors," said Janet Rodgers, president and CEO of the Alpharetta Convention and Visitors Bureau. "Today's traveler is seeking out ways to make fitness and self-care a priority in their daily lives and they want the same thing when they travel. Alpharetta has a multitude of health and wellness experiences for visitors to explore when they spend time in our beautiful city."

### **Travel The Road To Wellness Getaway Giveaway**

Enter to win a wellness weekend getaway to Alpharetta, Ga.

Prize package includes:

- Two-night, one-room weekend stay at The Hotel at Avalon, valued at \$500
- \$200 gift card for salt and sauna therapy at Salt n' Sweat Wellness
- \$250 gift card for spa services at Natural Body Spa and Shop
- \$60 gift card for pilates class at Club Pilates
- \$50 gift card for dining at Kale Me Crazy
- \$60 gift card for fitness class at Shred 415
- \$200 gift card for bike rentals at Pedego Electric Bikes
- \$250 gift card for shopping and fly-tying classes at Alpharetta Outfitters

- \$250 gift card for shopping at Lululemon Athletica
- \$200 gift card for a cooking class experience at Publix Aprons Cooking School
- \$100 gift card for Canvas + Cocktails class at The Treehouse at Sis & Moon's
- \$50 gift card for dining at Vitality Bowls
- \$200 gift card for dining at Galeto Brazilian Steakhouse

### **Giveaway Details**

Visit <https://www.awesomealpharetta.com/travel-the-road-to-wellness-giveaway-in-alpharetta-ga/> to enter or visitors can stop by the Alpharetta Welcome Center until Feb. 29, 2020 to enter. One entry per person. Winner will be selected and notified the week of March 2, 2020.

Prize package valued at approximately \$2,400. A full list of contest rules can be found at [awesomealpharetta.com](http://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. With so much to do, why not stay the weekend? Book a hotel stay at one of the Alpharetta's 28 modern and affordable hotels directly at [www.awesomealpharetta.com](http://www.awesomealpharetta.com). 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.

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