



Media Contact

Jeanine Jones

Public Relations Manager

Office: 678-297-2811

[jeanine@awesomealpharetta.com](mailto:jeanine@awesomealpharetta.com)

## **Travelers Invited To Experience Springtime in Alpharetta**

*City blooming with opportunities for visitors to shop, dine and unwind this spring season*

**ALPHARETTA, GA - (March 10, 2021)** – Spring is the perfect time to enjoy a getaway to Alpharetta, Ga. With over 250 shops, more than 200 dining options, a plethora of outdoor attractions and an array of festive events, Alpharetta is a shopper’s paradise, a foodie’s haven and a traveler’s sanctuary. Everyone needs that well deserved break, so Alpharetta invites visitors to enjoy “[Springtime In Alpharetta: Shop, Dine & Unwind](#)”.



“The beautiful city of Alpharetta is budding with countless ways to enjoy a refreshing getaway this spring,” said Janet Rodgers, president and CEO of the Alpharetta Convention & Visitors Bureau. “This is an ideal time for that much-needed family vacation, a romantic retreat or a trip with friends. I invite everyone to visit, stay, shop and explore all of the awesome and unique experiences that can be had with an escape to Alpharetta.”

### Shoppers’ Paradise

With 250+ shops in three distinct shopping districts of Avalon, Downtown Alpharetta and the North Point Area, the city has become one of the Southeast’s premier shopping destinations. Each district is delightfully walkable and all within 1 mile of each other. The city is a one-stop shop for finding that perfect spring outfit or Mother’s Day gifts for everyone on the shopping list.

Alpharetta's experiential retail therapy opportunities takes shopping to a new level. Create a custom, personalized piece of jewelry from the Kendra Scott Color Bar at Avalon. Fab'rik hosts Rockstar Parties – invite a group of friends to an in-store, after-hours private shopping party complete with refreshments and 20% off discount. Sis + Moon's in Downtown Alpharetta is a working studio and art gallery in the heart of downtown hosting Canvas + Cocktails classes to design a masterpiece.

IndieHouse Modern Fragrance Bar in Downtown Alpharetta offers weekly scent blending workshops where guides mix interesting info with hands-on instruction to give an experience that culminates in the creation of a custom scent. Budding artists can get hands-on and paint pottery at Artrageous Potter inside North Point Mall for a fun night out.

### [Foodie Haven](#)

Alpharetta has a unique food culture with an unbeatable lineup of top-notch eateries and one-of-a-kind culinary hot spots. A true hidden gem, the city is home to an eclectic blend of restaurants where patrons can enjoy modern, craft cocktails or turn the corner for some made-from-scratch biscuits and gravy just a block away.

A homey, warm ambiance and hearty portions make The Southern Porch a must-try when it comes to Southern delicacies. Highlights on the menu include Chicken & Waffles and Fried Green Tomatoes. Or opt for a visit to The Original Pancake House to try the Dutch Baby, a signature dish made from fresh German batter, topped with powdered sugar, and served with fresh lemon wedges and whipped butter.

Carson Kitchen's menu features reimagined comfort food prepared with approachable fine-dining ingredients with dishes like Secret Sunday Chicken Sandwich, a Butter Burger with Boursin Cheddar and Baked Mac and Cheese as a side. Oak Steakhouse presents a fresh take on the classic steakhouse in a warm, leather and wood-toned dining room. Side dishes like the Truffle Frites, Brussels Sprouts or Cauliflower are perfect compliments to any steak dinner.

### [Unwind The Mind In The Great Outdoors](#)

Springtime ushers in a wealth of open-air activities and events to reset and recharge with some Vitamin D. As the weather warms, stroll through the self-guided Downtown Alpharetta Arts Walk, a curated mix of nearly 20 permanent and temporary sculptures created by renowned artists from around the country. Or release some steam in the sunshine at the Motorcycle Safety Foundation. This unique attraction offers internationally recognized rider safety training courses for ATVs, dirt bikes, and motorcycles.

Alpharetta is brimming with green space with over 25 parks on 775+ acres of park land, trails. Whether it's a sunny day picnic spot, trails to get in 10,000 steps, an arboretum to educate and reflect, or a place for the kiddos to get out some energy, Alpharetta's array of parks has something for everyone in the group.

### [Upcoming Spring Events \(March – May 2021\)](#)

There is always something fun happening in Alpharetta. Check out some of these events happening all around the city this March through May:

- [Trails & Ales](#), *March 18, April 15 & May 13, 2021 (one Thursday each month)*  
Get some fresh air and tour some of Alpharetta's scenic trails and parks. Choose between a 1.5 or 3-mile guided walk that concludes with a post-walk social at Jekyll Brewing in Downtown Alpharetta. The Trails & Ales schedule runs through August 2021. Admission ticket required.
- [Art In Your Backyard: Folk Art and Whimsy](#), *March 29 – May 14, 2021*

ArtsAlpharetta hosts an exhibit of art pieces at the Alpharetta Arts Center which celebrate and pay tribute to our happy place: the backyard. Exhibit pieces may include photography, painting on varied surfaces, mosaics, garden decor, sculpture, folk art, and any media suitable for backyard art. Free admission.

- [Easter Bunny at Avalon](#), *March 25 - 28 & April 1 - 3, 2021*  
The Easter Bunny returns to Avalon on March 25. Refresh your pocket photos with vibrant new images of the family alongside the Easter Bunny at Avalon and ring in Spring during memorable photography sessions. Easter Bunny at Avalon will be by appointment only. Cost is \$25 and includes an email of all images from photo session. Reservations required.
- [Alpharetta Farmers Market](#), *Saturday mornings April 3 – May 29, 2021*  
Discover local farmers with fruits, vegetables and natural meats, gardeners with fresh flowers and herbs, bakers of delicious breads and desserts and makers of local raw honey, jellies and soaps. The Alpharetta Farmers Market schedule continues Saturday mornings through Oct. 30, 2021. Free admission.
- [Avalon Nights Live](#), *Friday Nights, April 9 – May 28, 2021*  
Unwind after a long week with live music in Avalon's Plaza every Friday. Get ready to dance the night away. The Avalon Nights Live schedule continues Friday nights through Oct 22, 2021. Admission ticket required.
- [Alpharetta Art in the Park at Brooke Street Park](#), *May 22 – 23, 2021*  
This Downtown Alpharetta outdoor artist's market features handcrafted work by local artists who create masterpieces right before your eyes. Attendees will enjoy the pottery, woodwork, metal work, jewelry creations, handmade children's clothing, photography, watercolor, oil, mosaic art and much more. Free admission.
- [Paint The Town: Alpharetta Plein Air](#), *May 18 – 29, 2021*  
ArtsAlpharetta will host its Inaugural Plein Air Invitational for artists from May 18-22. Watch an array of artists painting their works "en plein air" throughout the week at well-known Alpharetta locations all over the city, culminating with a Quick Draw/Paint competition and Awards Ceremony on Saturday, May 22. The artist paintings will then be on exhibit at the Alpharetta Arts Center gallery from May 22 – 29. Free admission to the public.
- [Alpharetta Retail Month](#), *May 1 – 31, 2021*  
Alpharetta Retail Month invites shoppers to visit Alpharetta shops and retailers for a deal and a good cause. Purchase a retail card from the Alpharetta Chamber of Commerce and get a discount at all participating retailers during the month of May. Retail card purchase required.

Please visit <https://www.awesomealpharetta.com/calendar/> for the full list of Alpharetta events.

With so much to do, travelers are invited to stay overnight for a much-needed springtime getaway. Visitors can learn more about Alpharetta and the city's 29 modern and upscale hotels at [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, Ga. With so much to do, why not stay the weekend? Book a hotel stay at one of the Alpharetta's 28 modern and upscale hotels directly at [www.awesomealpharetta.com](http://www.awesomealpharetta.com). Alpharetta was 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.

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