



Media Contacts

Andy Williams, Roswell Convention and Visitors Bureau
awilliams@visitroswellga.com, 770-640-3253 or
Jeanine Jones, Alpharetta Convention and Visitors Bureau
jeanine@awesomealpharetta.com, 678-297-2811 or
Samantha Marks, Visit Sandy Springs
samantha.marks@sandyspringsga.org, 770-206-1450

Roswell, Alpharetta and Sandy Springs CVB's Receive Georgia Association of Convention & Visitors Bureaus' Travelblazer Award For Topside Tap Trail Partnership

ROSWELL, ALPHARETTA AND SANDY SPRINGS, GA - (May 26, 2021) – The [Georgia Association of Convention & Visitors Bureaus](#) (GACVB) honored [Visit Roswell](#), [Awesome Alpharetta](#) and [Visit Sandy Springs](#) with a Travelblazer Award for their collaboration to create the [Topside Tap Trail](#), a craft brewery trail comprised of seven breweries located in the cities of Roswell, Alpharetta and Sandy Springs, Ga. The award was announced at the GACVB Annual Conference Luncheon held on May 18, 2021 in Savannah, Ga.



The GACVB Travelblazer Awards celebrate destination development projects that demonstrate creative community collaboration and partnership. This was the second year that GACVB Travelblazers Awards have been given during the annual conference. Georgia Trend Magazine helped facilitate this year's awards and winners.

To ensure that North Fulton's craft beer culture gets the acclaimed recognition it deserves, the idea for the Topside Tap Trail was formed by the destination marketing organizations behind [Visit Roswell](#), [Awesome Alpharetta](#) and [Visit Sandy Springs](#). The Topside Tap Trail breweries include: [From The Earth Brewing Company](#), [Gate City Brewing](#), [Variant Brewing Company](#), [Currahee Brewing Company](#), [Jekyll Brewing](#), [Pontoon Brewing](#) and [Porter Pizza & Brewery](#).



Pictured Above (Left To Right): Jennifer Cruce, Executive Director Visit Sandy Springs, Andy Williams, Executive Director Visit Roswell, Janet Rodgers, President & CEO Awesome Alpharetta and Katie Williams, GACVB Board of Directors President

“The Travelblazer Awards are a way for GACVB to celebrate our members that are blazing trails in the tourism industry and utilizing out-of-the box approaches for their destination products and promotions,” said Jay Markwalter, executive director of GACVB. “We wanted to recognize the partnership between Visit Roswell, Awesome Alpharetta and Visit Sandy Springs to create the Topside Tap Trail. It truly is the perfect example of how a collaboration of cross-community efforts can make such a positive impact within our industry and their destinations.”

About The Georgia Association of Convention and Visitors Bureaus

The Georgia Association of Convention and Visitors Bureaus is an organization comprised of over 100 diverse tourism bureaus throughout the state of Georgia and associate members who provide services and support to the CVB community. The organization provides a unified voice of Georgia’s destination marketing organizations as well as industry education, advocacy, and professional development opportunities to members. GACVB represents members across the state and country to keep Georgia’s tourism industry at the forefront of developments, trends, products and services that may benefit its members, partners and ultimately communities. www.GACVB.com

Roswell Convention and Visitors Bureau

Visit Roswell is the destination’s convention and visitors bureau. Often referred to as a Destination Marketing Organization (DMO), our organization incorporates targeted advertising and marketing programs with aggressive sales and public relations efforts to build the image of Roswell as a travel destination and increase visitation to our city.

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 29 modern and upscale hotels directly at

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.

Visit Sandy Springs

Visit Sandy Springs is the Destination Marketing Organization for the city of Sandy Springs, Georgia. Bordered by Atlanta to the south and the Chattahoochee River to the north, Sandy Springs offers the perfect mix of city life and outdoor adventure. Stay in one of the city’s 21 hotels, and enjoy its celebrated dining scene, 950 acres of parks and greenspace, 22 miles of Chattahoochee River shoreline, and convenient access to downtown and metro Atlanta attractions. For more information, please visit www.VisitSandySprings.org.

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