

Alpharetta
GEORGIA

A Very Merry
HALLMARK
HOLIDAY
GETAWAY
in Alpharetta, GA

Win the *ultimate*
weekend getaway
to Alpharetta!



— *awesome* —
ALPHARETTA
CONVENTION & VISITORS BUREAU

678-297-2811
awesomealpharetta.com

The Official Destination Marketing Organization for Alpharetta, Georgia

HALLMARK HOLIDAY MAGIC

It's the time of year when you cozy up in your comfiest loungewear, pour a cup of hot cocoa and plug in the twinkle lights while you tune into everyone's favorite holiday movie channel. Take your guilty pleasure to the next level and live out your movie-inspired dreams. Pack your bags and get ready to experience your own holiday magic with a getaway to Alpharetta, Georgia.

The joy and allure of the holiday season comes to life when you visit Alpharetta's three exclusive shopping and dining districts, each with unique themes that match the picturesque backdrops of your favorite Christmas movie lineup.



CHRISTMAS AT THE PLAZA

Alpharetta knows how to celebrate the holidays, and Avalon is right in the heart of the festivities. Visit the Rockefeller-inspired **ice skating rink at the Plaza** in Avalon, light up your festive spirit around the community fire pits, and make it extra sweet by making s'mores. Avalon is home to over **60 luxury retailers** and more than **25 restaurants**. Find the perfect gift for everyone on your list, whether you're shopping for a tech junkie (**Apple**), beauty queen (**Sephora**), a fitness guru (**Peloton**), a fashionista (**Johnny Was**) or a dapper gentleman (**Bonobos**). Take a break from shopping and treat yourself to a snack from **Caffè Antico**, a traditional Neapolitan caffè serving Italian street food. Then, head back to your hotel to get cozy in your fuzzy socks and wrap up the evening by writing a letter to Santa.



CHRISTMAS TOWN

Charming, walkable, and decked to the nines, **Downtown Alpharetta** is a must-stop on your merry adventures. Watch the official **lighting of the Downtown tree** on Friday, December 2, and stay a while to visit Santa, singalong with carolers, sip hot chocolate and explore the stores filled with festive cheer. Known around the country as incredible chocolatiers, **Kilwins** has all things peppermint for the holiday season...bark, fudge and ice cream! As you plan to gather with loved ones this holiday season, let **Cleaver & Cork** help you impress with a meal as memorable as the time you spend together with family. Visit **Urban Hardware** where you can find beautiful Christmas home decor and holiday gifts. Browse for fashionable accessories and home accents for loved ones at **Perched**. Style the guys on your list with comfortable, classic attire from **Alpharetta Outfitters**.

NORTHPOLE: OPEN FOR CHRISTMAS

Alpharetta's **North Point Mall** is like the Northpole, but with better weather! With stores like **American Eagle**, **The Lego Store**, **Build-A-Bear Workshop**, **James Avery** and more, you'll find the perfect gift for kids and teens on the "Nice List." Jolly good fun awaits with a perfect family outing at **Cosmic Mini Golf and Play** for an indoor glow-in-the-dark miniature golf experience. Get the kids in the holiday spirit at **Michaels** with craft projects for the family. Finish out the day with a stop at **Barnes & Noble** to find the perfect holiday book to read as you tuck your little ones into bed after a fun day.

Make the most of this merry time of year by booking a stay at one of **Alpharetta's 30 hotels**. Amidst the hustle and bustle of the holidays, take time to enjoy any of our **200+ eateries** and play at **40+ events and attractions**. This holiday season, turn your shopping list into a getaway that can't be missed.



DINO SAFARI: A WALK THRU ADVENTURE AT NORTH POINT MALL

Daily through December 31
Wed – Thurs 11:00AM – 7:00PM
Fri – Sat 11:00AM – 8:00PM
Sunday 12:00PM – 7:00PM
North Point Mall
1000 North Point Cir.

Go on a globetrotting expedition around the world, dropping in to see a variety of dinosaurs living on each of the seven continents that were once Pangea during the Age of Reptiles. *Ticket admission required.*

ALPHARETTA FARMERS MARKET

Saturday Mornings through November 26, 8:30AM–1:00PM
Town Green, 40 South Main Street

Discover local farmers with fruits, vegetables and natural meats, gardeners with fresh flowers and herbs, bakers of delicious desserts and breads, and makers of local raw honey, jellies and soaps. *Free admission.*

A CHARLIE BROWN CHRISTMAS

November 17-18, 2022, 7:00–9:00PM
Alpharetta Arts Center
238 Canton St.

City of Alpharetta's Youth Musical Theater presents A *Charlie Brown Christmas* with City Center Players. *Free admission.*



THE LIGHTING OF AVALON

Sunday, November 20, 1:00–8:00PM
400 Avalon Blvd.

Kick off the holiday season with the Lighting of Avalon. This family-friendly event will feature festive music, entertainment, and free activities for all ages. Just after the sun sets, the 30-foot decorated Christmas tree will light up the night and the evening will culminate with the arrival of Santa Claus. *Free admission.*

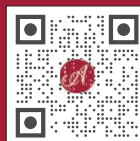


Win your own SHOPPING AND DINING WEEKEND GETAWAY in Alpharetta after the holidays!

PRIZE PACKAGE INCLUDES:

- ❄️ ONE-ROOM, TWO-NIGHT WEEKEND STAY at **Courtyard Atlanta Alpharetta/Avalon Area**. Value \$550
- ❄️ \$50 GIFT CARD to **Kilwin's**
- ❄️ \$50 GIFT CARD to **Alpharetta Outfitters**
- ❄️ \$50 GIFT CARD to **Perched**
- ❄️ \$50 GIFT CARD to **Bonobos**
- ❄️ \$50 GIFT CARD to **Bagel Boys**
- ❄️ \$100 GIFT CARD to **James Avery**
- ❄️ \$100 GIFT CARD to **Cleaver & Cork**
- ❄️ \$100 GIFT CARD to **Vinny's on Windward**
- ❄️ \$100 GIFT CARD to **City Eats Kitchen**

ENTER TO WIN TODAY



SCAN HERE

and enter to win a **A Very Merry Hallmark Holiday in Alpharetta**.

You can also enter by visiting **awesomealpharetta.com** or stop by the **Alpharetta Welcome Center** between November 1 and December 31, 2022 to enter in person. One entry per person. Winner will be selected and notified the week of January 9, 2023.

Prize package is valued at \$1,200. No cash value.

A full list of content rules can be found at **awesomealpharetta.com**.

Offered by the Alpharetta Convention & Visitors Bureau.

ALPHARETTA CALENDAR OF EVENTS NOVEMBER - DECEMBER 2022

AVALON ON ICE

November 20, 2022 –
January 14, 2023
400 Avalon Blvd.

Ice skate on Avalon's Rockefeller-inspired ice-skating rink in The Plaza. Watch for theme nights and enjoy warm tasty treats rink side. Hours vary by day of the week and school holidays. *Ticket admission required.*



GALLERY EXHIBIT: ALL ABOUT PASTEL BY SOUTHEASTERN PASTEL SOCIETY

Through November 29, 2022

Monday – Thursday 8:30AM–8:00PM

Fridays 8:30AM– 4:30PM, Saturdays, 10:00AM–2:00PM

Alpharetta Arts Center
238 Canton St.

In partnership with the Alpharetta Arts Center and Arts Alpharetta, the Southeastern Pastel Society will host has an annual international juried exhibit. *Free admission.*

ACT1 THEATRE PRESENTS: A CHRISTMAS STORY, THE MUSICAL

ACT1 Theatre, 180 Academy St.

December 2-18, 2022 – Fri/Sat at 8:00PM; Sun at 2:00PM

Based on the movie classic that runs round-the-clock on television every Christmas. A Christmas Story, The Musical will bring an exciting new dimension to those who have seen the movie and will certainly stand on its own for those who haven't. For all ages. *Ticket admission required.*

SEASON OF CELEBRATION

December 2, 9, 16, 5–9:00PM
Downtown Alpharetta

Come together to create special memories throughout the season with your family at this multi-day holiday extravaganza! Enjoy children's activities, gift-wrapping booth, holiday movie on the Town Green, photos with Santa and watch as 10,000 bulbs light up the city! *Free admission.*



ARTS ALPHARETTA ARTISTS HOLIDAY MARKET

Friday & Saturday, December 2-3
10:00AM–6:00PM

Alpharetta Arts Center, 238 Canton St.

Give Art for this Holiday Season! Artists will display and sell small works (no larger than 16") in a market set up, creating a seasonal retail experience. Buyers and guests will enjoy a 'cash-and-carry' opportunity to purchase original artwork. *Free admission.*



HEARTFELT HOLIDAY MARKET

December 3, 2022

10:00AM–5:00PM

Preston Ridge Community Center
3655 Preston Ridge Road Ste. 100

Let the holiday season begin with a craft fair, family fun, and Santa! The Market will offer one-of-a-kind items handmade by local artists with disabilities including jewelry, home décor, pottery and other mixed-media works, and sweet treats. Santa will be there for free pictures from 11AM -1:00PM. *Free admission.*

ALPHARETTA CHRISTMAS MARKET

December 10, 2022, 9:00AM–4:00PM

Alpharetta Community Center
175 Roswell St.

Visitors will enjoy shopping for holiday gifts and products for everyone on your list. Enjoy a variety of crafts, food, decor, jewelry and more! *Free admission.*

MENORAH LIGHTING OF AVALON

December 18, 2022, 5:00–6:00PM
400 Avalon Blvd.

Guests are invited to a traditional Menorah lighting ceremony to celebrate the first night of Chanukah. Enjoy refreshments, music and entertainment for all ages. *Free admission.*

NOON YEAR'S EVE

Friday, December 31
10:00AM–1:00PM
9000 Avalon Blvd.

Have little ones? Kick off New Year's Eve early and bring the family to Avalon's Noon Year's Eve Party. This family-friendly event allows partygoers of all ages to ring in 2023 with live music, kids activities and a countdown to noon when a giant balloon drop will welcome in the New Year! *Ticket admission required.*



ALPHARETTA CALENDAR OF EVENTS NOVEMBER - DECEMBER 2022



Santa Claus is coming to town...

Visit [awesomealpharetta.com](https://www.awesomealpharetta.com) calendar of events for a full list of times by day of the week.



SANTA AT AVALON

November 21–December 24

Times Vary, appointment needed

900 3rd St.

Celebrate this holiday season with Santa photos at Avalon! *Reservations encouraged.*

STORYTIME WITH SANTA AT AVALON

Mondays, November 21–December 24, 6:00-7:00PM

Palmer Plaza at Avalon

900 3rd St.

Visit Avalon for Storytime with Santa! Settle into Santa's backyard (*the open green space behind his cottage*) for holiday stories read by the jolly man himself each Monday of the holiday season. Be sure to bundle up if it's chilly as storytime will take place outdoors! *Ticket admission required.*



SANTA'S WORKSHOP AT NORTH POINT

November 18–December 24
1000 North Point Cir.

Meet Santa at his workshop inside North Point. Reservations strongly encouraged. Visit [awesomealpharetta.com](https://www.awesomealpharetta.com) for a list of times.

JOLLY JINGLE JAM

December 2, 2022

10:00AM–12:00PM

Preston Ridge Community Center

3655 Preston Ridge Road Ste 100

Get in the holiday spirit with your little one as you make amazing holiday crafts, play games, enjoy light refreshments, and take a photo with Santa. This event is for parent and child. *Admission required.*



FREE PHOTOS WITH SANTA

December 10, 2022, 10:00AM–12:00PM

Alpharetta Community Center

175 Roswell St.

The Alpharetta Convention and Visitors Bureau is hosting a "Free Pictures With Santa" event. Families are encouraged to stop by for a complimentary individual or family photo with Santa Claus. A photo will be printed onsite and emailed instantly to each person, so it can be shared with family and friends. Attendees are advised to not wear green clothing as the photographer will be using a "green screen" and green clothing will interfere with the photo quality.



SANTA TUCK-INS

Make new Christmas memories with a Santa Tuck-In! Visit [awesomealpharetta.com](https://www.awesomealpharetta.com) calendar of events for a full list of times by day of the week. Participating hotels include **Hotel at Avalon** and **Hilton Atlanta Alpharetta**.

Alpharetta GEORGIA

Make the most of your getaway
by spending the night!

Alpharetta boasts a wide array of over-night accommodations including **luxurious full service, comfortable select service** and **roomy suites**. Add value to your stay with **special packages**. Many hotels offer local **shuttle service, complimentary breakfast, free parking** and **free Wi-Fi**.

Aloft Alpharetta | 678-527-6800
Atlanta Marriott Alpharetta | 770-754-9600
Comfort Inn Alpharetta-Atlanta North | 470-273-6604
Comfort Suites Alpharetta/Roswell – Atlanta Area | 770-649-0955
Courtyard Atlanta Alpharetta | 678-366-3360
Courtyard Atlanta Alpharetta/Avalon Area | 770-475-9955
DoubleTree by Hilton Hotel Atlanta-Alpharetta | 678-347-0022
Embassy Suites by Hilton Atlanta Alpharetta | 678-566-8800
EVEN Hotel Alpharetta-Avalon Area | 770-869-2546
Extended Stay America-Atlanta-Alpharetta-Northpoint-East | 770-475-7871
Extended Stay America-Atlanta-Alpharetta-Northpoint-West | 770-569-1730
Extended Stay America-Atlanta-Alpharetta-Rock Mill Road | 770-475-2676
Fairfield Inn & Suites Atlanta Alpharetta | 770-663-4000
Fairfield Inn & Suites by Marriott | *Coming 2023*
Hampton Inn & Suites Alpharetta | 678-393-0990
Hampton Inn & Suites Alpharetta/Roswell | 770-640-5511
Hilton Alpharetta Atlanta | 678-240-9222
Hilton Garden Inn Atlanta North/Alpharetta | 770-360-7766
Hilton Garden Inn Atlanta Northpoint | 678-566-3900
Holiday Inn Express & Suites Alpharetta-Windward Parkway | 678-339-0505
Home2 Suites by Hilton Alpharetta | 470-479-6699
Homewood Suites by Hilton Atlanta-Alpharetta | 770-998-1622
Hyatt Place Atlanta/Alpharetta/North Point Mall | 770-594-8788
Hyatt Place Atlanta/Alpharetta/Windward Parkway | 770-343-9566
La Quinta Inn & Suites by Wyndham Atlanta Alpharetta | 770-754-7800
Sonesta ES Suites Atlanta Alpharetta Avalon | 770-569-7200
Sonesta ES Suites Atlanta Alpharetta North Point Mall | 770-587-1151
Sonesta ES Suites Atlanta Alpharetta Windward | 770-664-0664
The Hamilton Alpharetta, Curio Collection by Hilton | 770-777-1820
**The Hotel at Avalon, Autograph Collection,
& Alpharetta Conference Center** | 678-722-3600
TownePlace Suites Atlanta Alpharetta | 770-664-1300



SCAN HERE with your smart
phone or tablet to book your
Alpharetta hotel room.



#AwesomeAlpharetta

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