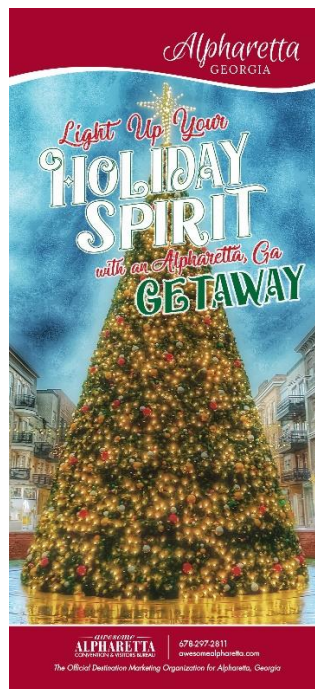


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Light Up Your Holiday Spirit in Alpharetta, Georgia

ALPHARETTA, GA – (October 23, 2023) – Can you feel it? The magic of the holidays is seeping into every corner of Alpharetta. Between the twinkle lights on display, the decorations hung with care and the jolly man in red making his way across town, the city is aglow with holiday fun! Whether you're looking for the perfect gift or sensational tree lighting events, Alpharetta is ready to "Light Up Your Holiday Spirit" this season.



Start the merry celebrations with not one, not two, but THREE tree lightings in one awesome weekend. Friday, November 17, bask in the glow of The Hamilton Hotel's 3rd Annual Tree Lighting. The evening will be delightful with holiday-themed cocktails, snacks and live music as you countdown to the lighting of the 23ft tall tree. Follow up Friday's festivities with the City of Alpharetta Tree Lighting on Saturday, November 18. Feel as though you're stepping into a picturesque snow globe while snow flurries cover the Town Green and music fills the air as you wait for the stunning 50ft tree to beam with light. Throughout downtown, find vignettes from Metropolitan Ballet's The Nutcracker and keep your eye out for Santa Claus who will be there to help spread holiday cheer. Sunday, November 19, the jolly weekend

will end with a bang! The Lighting of Avalon is what Hallmark movies are made of! As you twirl along the ice at Avalon on Ice, the Rockefeller-inspired ice-skating rink, and sip on your hot cocoa, the crowds will be buzzing with glee as you await the lighting of the tree! Santa will be on-site doing the honor of lighting the 40ft tree on top of Avalon's Concierge's roof. If you're looking for more lights to admire, Lights Over Alpharetta is a new experience on the grounds of Ameris Bank Amphitheatre. Beginning November 24 through December 10, you will marvel in a land of bright lights and festive spirits.



There is no better place to do your holiday shopping than Alpharetta. With 250+ stores throughout the city, you won't miss a thing on your list! Inspire the young creator in your life with a brand-new set from The LEGO Store. Spoil your mother-in-law with a cozy sweater or luxurious bath robe from Soft Surroundings. Surprise your soulmate with tickets to see their favorite artist play at Ameris Bank Amphitheatre. Wow your wife with a new pair of earrings from Solomon Brothers Jewelers. Geek out your favorite sports fan with a one-of-a-kind piece from Man Cave Memorabilia. Excite your favorite furry friend with a treasure from Gussied Up Pet Boutique. Let's not miss an opportunity to treat ourselves either, keep it as simple with your favorite dessert from Kilwins, or book a spa treatment at Woodhouse Day Spa for a relaxing day to yourself to start the beginning of the new year. You will knock gift giving out of the park this year as you watch your favorite people unwrap some magic throughout this holiday season!



Hear those sleigh bells jingle jangle as Santa makes his way to Alpharetta! We have top-secret intel from the elves at the North Pole revealing that everyone's favorite jolly man in red will make multiple magical stops throughout the city. You better not pout, you better not cry, because Santa Claus is coming to town, and we're telling you where to find him! Santa needs to be efficient to get around the world in one night, so he's built a second workshop at North Point Mall. Find Santa at the mall starting November 18 – December 24. You'll find Mr. Claus at Avalon beginning Monday, November 20 – December 24 at his house on The Palmer Plaza. Reservations are not required, but highly encouraged. If you want to truly surprise your littlest loves, book an unforgettable and wonderful Santa Tuck-In experience where Santa and Mrs. Claus will come and tuck in your tiny tots, with their eyes all aglow, into bed and read a special bedtime story. After all the excitement, visions of sugar plums will dance through their heads, and you will sleep soundly in the glorious, comfortable hotel beds.

"We love seeing the faces of not only children light up as they experience the holidays in Alpharetta, but also the adults," says Janet Rodgers, President & CEO of the Alpharetta Convention & Visitors Bureau. "Alpharetta's charm is palpable all year round, but the holiday décor and fun make it feel right out of a Hallmark movie!"

As you start planning, enter for your chance to WIN a getaway to Alpharetta. The prize for entering includes a stay at the Fairfield Inn & Suites Atlanta Alpharetta, gift card to Immersive Gamebox, Vinny's on Windward and La Bella Maison. Enter by visiting <https://www.awesomealpharetta.com/light-up-your-holiday-spirit-with-an-alpharetta-ga-getaway/>. Don't want to wait one more second before you see all the holiday fun in Alpharetta? Book your trip now when you visit www.awesomealpharetta.com.

Alpharetta Convention & Visitors Bureau

The Alpharetta Convention & Visitors Bureau serves as the Official Destination Marketing Organization for the city of Alpharetta, Georgia. Book a hotel stay at one of the Alpharetta's 30 modern and upscale hotels directly at www.awesomealpharetta.com. Alpharetta was recently named in the top 10 of "The South's Best Cities 2023" by Southern Living Magazine and "One of the Best Places to Visit in Georgia" by Vacationidea.com.

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