



### **Amp Up Your Awesome with an Alpharetta Music City Getaway**

*Visitors are invited to rock out at more than 350 concerts throughout the city this year*

**ALPHARETTA, GA - (May 31, 2024)** – Alpharetta is bringing the heat this summer when it comes to live music! From every corner of the city, music lovers can find an acoustic artist crooning, a band rocking or a unique musical experience waiting to be seen and heard. With more than 350 performances happening across the city in 2024 alone, you can enjoy the most melodic summer and fall ever. With so many musical performances of every style and genre to take in, Alpharetta invites travelers to plan an [“Amp Up Your Awesome with an Alpharetta Music City Getaway”](#) adventure this summer.

The Alpharetta Convention and Visitors Bureau’s newest promotion gives an in-depth look at Alpharetta’s music scene, upcoming events, and attractions, while giving visitors a chance to win their own epic getaway. Through August 31, 2024, the ACVB will be accepting entries to win a getaway to Alpharetta, including **Two VIP tickets &** parking pass to **Lainey Wilson’s Country’s Cool Again Tour** on October 19, 2024! The winner will be contacted and notified the week of September 9, 2024.

“We are thrilled to invite visitors to our city, always booming with the best sounds,” said Janet Rodgers, President and CEO of the Alpharetta Convention and Visitors Bureau. “With intimate jazz shows, electric rock concerts, soothing symphonies, funk, punk, country and more, you can find a show for everyone in the family. This new summer campaign is a wonderful opportunity to showcase the city’s thriving music scene and encourage travelers to stay at one of our 30 modern and upscale hotels when the music winds down. I invite the community and visitors to come out and enjoy these Awesome Alpharetta concerts and take in all the city has to offer for a weekend escape!”

Anything is possible for music lovers in Alpharetta Music City when you visit:

#### **AMERIS BANK AMPHITHEATRE**

This 12,000-seat amphitheater is the place to be if you're looking for a next-level concert experience! Featuring state-of-the-art AV engineering, every seat in the house gets front-row treatment. Get your tickets now for epic performances from some of the brightest stars in music like Alanis Morissette, Dave Matthews Band, Avril Lavigne, John Legend, Tyler Childers and more!

#### **ROARING SOCIAL**

This 1920's-inspired speakeasy may seem unassuming from the demure entrance on Milton Avenue, but the experiences are dazzling once you make your way behind the doors! Transcending the typical speakeasy experience by curating a lineup of talented performers, weekly performances all year long include everything from jazz to the electrifying energy of contemporary tunes.

### **BROOKE STREET PARK**

Pack your picnic basket and bring a blanket - Brooke Street Park is the place to be for easy listening and loveable live tunes. Whether visiting for **Home by Dark at Brooke Street Park**, soaking in tunes at **Under the Stars at Brooke Street Park**, or clapping along during **Wire & Wood Alpharetta songwriters festival**, this beautiful park space is a music mecca.

### **THE VELVET NOTE**

Jazz comes to life in this intimate listening room designed by musicians for musicians, to provide the purest vocal and instrumental reception available to a live audience. With shows scheduled weekly, it's an excellent time to give your ears a sonically soothing experience and enjoy great eats and sips while you're at it. We recommend booking your tickets ahead of time to guarantee you don't miss a moment of the magic!

### **HOME BY DARK AT UNION HILL PARK**

This covered outdoor arena is the perfect place to enjoy live music with no chance of anything raining on your parade! Get your tickets ahead of time with friends or family and get ready for a beautiful evening of music. Picnic baskets and table décor are welcome to really elevate your experience!

### **ALPHARETTA ARTS CENTER**

Standing as a vibrant cultural hub, fostering creativity and artistic expression, this dynamic venue hosts a variety of musical events. Embrace the summer vibes at the **Eclectic Lawn Concert Series** by bringing your chairs, picnics, and family. These FREE monthly concerts occur on the 2nd Friday of each month from June to August, offering a variety of performances spanning Funk, Latin, Jazz, and Reggae.

### **THE PLAZA AT AVALON**

Jam out throughout the year at Avalon, where the Plaza comes to life with live music and community activities! Rock out every Friday through October 18, at **Avalon Nights Live**, with live tunes, food from Avalon restaurants and delicious sips to savor!

### **THE TOWN GREEN**

Looking to enjoy a picturesque scene, savor great eats and sway along to live music? Look no further! Downtown Alpharetta's Town Green stands as a dynamic community hub, pulsating with the heartbeat of the town through a myriad of events, including **Taste of Alpharetta**, **Wire & Wood Alpharetta songwriters festival** and the **On the Green Alpharetta Concert Series**.

Upcoming Alpharetta Fall Events (August - October 2021)

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 music-filled getaway. Visitors can book an overnight stay at one of Alpharetta 30 modern and upscale hotels directly at [awesomealpharetta.com](http://awesomealpharetta.com).

### **Alpharetta Convention and Visitors Bureau**

The Alpharetta Convention & Visitors Bureau serves as the official destination marketing organization for the city of Alpharetta, Georgia. Southern Living Magazine recently named Alpharetta one of the top 10 of "The South's Best Cities on the Rise 2024," and Vacationidea.com

named it one of the Best Places to Visit in Georgia. Learn more and book your hotel at [awesomealpharetta.com](http://awesomealpharetta.com).

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