



**Alpharetta Convention & Visitors Bureau Announces
New Director of PR & Communications, Anita Jupin**

ALPHARETTA, GA (October 29, 2024)—The Alpharetta Convention & Visitors Bureau is excited to announce that Anita Jupin has joined their team as the Director of PR & Communications, starting on October 28, 2024. Jupin brings years of experience to the ACVB and a wealth of knowledge.



Jupin joins the Bureau after over five years with the City of Milton, where she rose from Special Events Coordinator in Community Outreach to the city’s Economic Development Manager, tasked with attracting new opportunities and nurturing the success of Milton’s commercial districts. Throughout this time, Jupin played an instrumental role in orchestrating high-profile community events, building strong partnerships with local businesses, and championing initiatives to drive economic growth and community engagement. Her extensive background in marketing, hospitality, and event planning will be invaluable to the ACVB team as they work to attract visitors, enhance local tourism, and foster a vibrant community.

“We are thrilled that Anita has joined our team!” exclaimed Janet Rodgers, President & CEO of the Alpharetta Convention & Visitors Bureau. “Talented individuals working together for a common purpose is what makes our organization so awesome. Anita’s skills and reputation precede her, and we look forward to seeing what we accomplish with her leading our communications team!”

Public relations and communications efforts are essential to the success of the ACVB’s goals and strategies. The ACVB works to position Alpharetta as a regionally, nationally and globally recognized premier tourism destination by developing quality programs and facilities to attract overnight visitors. Through innovative and targeted marketing, communications strategies and sales efforts, the bureau reaches potential visitors 365 days a year to attract overnight stays in the destination. Visitors and locals

who are looking to see Alpharetta's attractions can plan the perfect itinerary from their phone with easy access to the new [2024-2025 Digital Visitors Guide](#) and [Online Hotel Booking Engine](#).

The Alpharetta Convention & Visitors Bureau

The Alpharetta Convention & Visitors Bureau serves as the official destination marketing organization for the city of Alpharetta, Georgia. Recently named Alpharetta one of the top 10 of "The South's Best Cities on the Rise 2024," Southern Living Magazine and The Local Palate readers selected Alpharetta as a Top 3 Culinary Town in the South for 2024. Learn more and book your hotel at awesomealpharetta.com.

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