



## **FOR IMMEDIATE RELEASE**

### **Sounds of Summer: Alpharetta Launches New Campaign to Highlight the City's Live Music Scene**

**ALPHARETTA, GA – July 1, 2025** – This summer, Alpharetta is turning up the volume with the launch of “Sounds of Summer in Alpharetta”, a promotional campaign from the Alpharetta Convention and Visitors Bureau (ACVB) to celebrate the city’s dynamic and diverse live music offerings.

Alpharetta proudly offers a variety of music including national touring acts at Ameris Bank Amphitheatre, intimate jazz at The Velvet Note, cozy acoustic vibes at Matilda’s Under the Pines, and vibrant outdoor performances across Brooke Street Park, Avalon, Union Hill Park, and Downtown Alpharetta. Summer is the time to experience a season of unforgettable soundtracks!

“Alpharetta’s music scene is one of the many reasons visitors fall in love with our city,” said Janet Rodgers, President and CEO of the Alpharetta Convention and Visitors Bureau. “With ‘Sounds of Summer,’ we are inviting music lovers to discover unforgettable performances in every corner of Alpharetta. Enjoy the incredible amphitheatre or relax at the park at a concert under the stars. We can’t wait to welcome you!”

To bring the campaign to life, ACVB has unveiled a new “Sounds of Summer” tri-fold brochure featuring descriptions of each music venue and series, complete with QR codes linking to full schedules and venue pages, hotel listings and a QR code to book a stay in Alpharetta, dining experiences, and a sneak peek of the Wire & Wood Alpharetta Songwriters Festival, returning October 10–11, 2025.

Featured venues and events include Ameris Bank Amphitheatre hosting major acts like Styx, Thomas Rhett, and Phish, Matilda’s Under the Pines, where true Southern charm meets live music beneath the stars, and The Velvet Note known for its unmatched jazz acoustics. Additionally, Home by Dark & Songwriters at Sundown highlights intimate songwriting at Union Hill and Brooke Street Parks. On Friday nights, you can enjoy free concerts in Avalon’s Plaza at Avalon Nights Live.

Rotary Club's On the Green Concert Series features live shows in Downtown Alpharetta's vibrant restaurant district. Roaring Social, a speakeasy-style venue offers daily live music and is a true Alpharetta gem. Further, Alpharetta's Music Match Program aims to discover local talent across the city.

Visitors can also enter the "Sounds of Summer Giveaway" to win an Alpharetta music getaway Prize Package which includes a weekend hotel stay and two VIP tickets and parking pass to the B-52's concert on October 25, 2025. Additional entry details are available via QR code in the brochure or at [awesomealpharetta.com](https://www.awesomealpharetta.com).

To view the brochure or plan your summer stay, visit [Enter to Win the Sounds of Summer Ultimate Alpharetta Music Getaway! | Awesome Alpharetta](#).

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### **Alpharetta Convention & Visitors Bureau**

The Alpharetta Convention & Visitors Bureau is the official destination marketing organization for Alpharetta, Georgia — a vibrant city recently recognized as one of *The South's Best Cities on the Rise 2024* by *Southern Living Magazine*. Adding to the acclaim, *The Local Palate* readers ranked Alpharetta among the Top 3 Culinary Towns in the South for 2024. Discover more and book your stay for an unforgettable getaway at [AwesomeAlpharetta.com](https://www.AwesomeAlpharetta.com).

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