



Awesome Alpharetta Is Giving Away an Ultimate Holiday Weekend Getaway!

Shop, Sip and Shine: Experience the sparkle of the season as Alpharetta transforms into a festive wonderland filled with lights, laughter and local charm.



Downtown Alpharetta will shine brightly on November 22 as the city's beloved Tree Lighting celebration returns.

ALPHARETTA, GA – November 3, 2025 — This holiday season, Alpharetta is turning up the twinkle. With tree lightings, glittering storefronts, seasonal pop-ups and festive celebrations around every corner, the city invites guests to immerse themselves in the magic. Visitors can even enter to win a weekend getaway filled with food, shopping and fun!

Getaway package for one lucky winner includes:

- **One-room, two-night** weekend stay at the [Fairfield Inn & Suites Atlanta Alpharetta](#)

- **\$100** gift card to [Avalon's Stores](#)
- **\$50** gift card to [AMC Dine-In Theatres North Point Mall 12](#)
- **\$50** gift card to dine at [Citizen Soul](#)

“Alpharetta truly comes alive during the holidays, and there’s no better time to experience its charm,” says Janet Rodgers, President of the Alpharetta Convention & Visitors Bureau. “And this year, we’re topping it all off with a weekend getaway to one winner that’s like the bow on top of a festive gift!”

To enter, stop by the **Alpharetta Welcome Center** or [click here](#) between **November 1 and December 31, 2025**. Entries are limited to one per person. The winner will be selected and notified the week of January 5, 2026. A complete list of contest rules is available at [awesomealpharetta.com](#).

SHOP

With more than **250 shops** spread across Alpharetta’s neighborhoods, holiday finds await around every corner. **Avalon** beckons with upscale boutiques like **Fount** and **Jo Malone**. Downtown Alpharetta is filled with locally owned gems such as **Ginny & Daughters**, **Comeback Vinyl** and more. Venture into the North Point area where big-name favorites at **North Point Mall**, including **Macy’s**, **Von Maur** and **H&M**, offer plenty of stylish finds. Just beyond the mall, shops like **Learning Express** and **REI** offer even more options for unique gifts, making it easy to check every name off your list.

SIP

After a day of discovery, pause to delight your senses. Warm up with a spiced latte from **Just Love Coffee Café** or **Fuel Coffee**. Raise a toast at **Cooper’s Hawk Winery & Restaurant**. Pop-up holiday bars, including Mercantile Social, UP on the Roof, The Cape Restaurant & Beach Bar and The Hamilton Hotel serve up festive cocktails through New Years Eve, adding sparkle and spirit to the season’s celebrations.

SHINE

The city brings a sparkle to winter nights with three tree lightings in one weekend! **The Hamilton** starts the festivities on Friday, November 21, while downtown’s **Season of Celebration** tree lighting on Saturday, November 22 sets the stage for a stroll through holiday charm. At Avalon, the **Lighting of Avalon** event ushers in the season on Sunday, November 23, and **Avalon on Ice** invites guests to glide beneath the stars.

Along the **Alpha Loop**, **Lights on the Loop** illuminates a one-mile trail with themed weekends, a Winter Village and live entertainment, turning every stroll into a memory.

Alpharetta’s holiday spirit isn’t just a feeling—it’s an experience you can win! This exclusive giveaway brings the magic straight to you. From warm drinks to gliding on ice, from unique local shops to festive strolls beneath the lights, the city offers a vibrant holiday escape.

For a full list of Alpharetta's holiday happenings, visit [awesomealpharetta.com/shop-sip-shine-sleigh-your-holiday-in-alpharetta](https://www.awesomealpharetta.com/shop-sip-shine-sleigh-your-holiday-in-alpharetta) or follow @AwesomeAlpharetta on social media.

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*.

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