



**The Atlanta Convention & Visitors Bureau
Discovers Ultimate Atlanta at the 90th Annual Meeting**

ATLANTA (February 20, 2003) – The Atlanta Convention & Visitors Bureau (ACVB) will host *Discover Ultimate Atlanta* at its 90th Annual Meeting on **March 5, 2003 at noon** in the Georgia Ballroom at the Georgia World Congress Center (GWCC).

The 90th annual meeting will unveil the future of Atlanta. This year's meeting will feature remarks from ACVB President Spurgeon Richardson, Mayor Shirley Franklin and Governor Sonny Perdue. The event will also feature a multimedia performance and video called "Discover Ultimate Atlanta," which will include live and taped statements from local visionaries highlighting the current and future developments in Atlanta. Those new developments include the 140-acre Atlantic Station complex; \$100 million improvements and additions to the Woodruff Arts Center Campus designed by Spanish architect Renzo Piano; the 250,000-square-foot Georgia Aquarium that will contain more than 5 million gallons of aquatic life, located adjacent to Centennial Park; Centergy and Georgia Tech's Technology Square at fifth street in Midtown; and the new fifth runway and international concourse at Hartsfield Atlanta International Airport.

The presentation will also reveal more upcoming projects on the horizon that dot Atlanta's future landscape. The purpose of this video and experience is to enlighten people to what makes Atlanta the Ultimate city in the South today and will make Atlanta the Ultimate city in the world tomorrow.

"It's important for Atlanta's hospitality industry to move forward and celebrate what makes Atlanta shine and recognize all the new developments that will make us an even better destination," said Spurgeon Richardson, ACVB President.

Tickets for the annual meeting will cost \$70 per seat or \$700 for a table of 10. To purchase tickets, contact Cynthia Gordon, 404.521.6636, cgordon@atlanta.net or Judy Claxton, 404.521.6606, jclaxton@atlanta.net.

Established in 1913, the ACVB is a private, nonprofit organization created exclusively to market metro Atlanta and Georgia as the premier conventions, meetings and leisure destinations in the regional, national and international marketplace and to favorably impact the Atlanta economy through conventions and tourism.

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