



Atlanta Welcomes Weekend of Heritage Events

ATLANTA (Sept. 8, 2004) – Atlanta is a prime destination for African-American travelers, both leisure and business. During the weekend of Sept. 25, 2004, the city will welcome events for all audiences, showcasing the attractions, meeting facilities and history that makes Atlanta a top destination for heritage tourism. The 16th annual Atlanta Football Classic, the 5th annual Bike Atlanta heritage tour and the first Ghana Expo will highlight Atlanta's great sports offerings, business and history in Downtown.

Historically black colleges Tennessee State University and Florida A&M University go head-to-head at the 16th annual Atlanta Football Classic, Sept. 25. More than 52,000 fans will travel to the Georgia Dome to experience the intense football competition that has become an Atlanta tradition. The celebration will kick-off on Friday evening with the much anticipated Battle of the Bands featuring high school bands from throughout the Southeast. The 100 Black Men of America will sponsor several events at the Georgia World Congress Center (GWCC) including a college recruitment fair, the interactive Football Town, the traditional parade of excellence down Peachtree Street as well as health and job fairs. For ticket information, visit www.theatlantafootballclassic.com.

Football fans can return to the Georgia Dome for professional football action as quarterback Michael Vick and the NFL Atlanta Falcons take on the Arizona Cardinals on Sunday, Sept. 26 at 1 p.m. Be sure to arrive at the Dome early to enjoy the city's largest pep rally at Falcon's Landing. Opening three hours prior to the kick off of every home game, the festivities include interactive football games, autograph signing by former Falcons and live music.

Families and history-lovers can take advantage of Atlanta's mild fall climate and multitude of historic heritage sites by participating in the 5th annual Bike Atlanta heritage tour on Saturday, Sept. 25. The 13-mile route begins and ends at the Martin Luther King Jr. National Historic Site and winds visitors on a path of Atlanta's most historic landmarks and neighborhoods including Cabbagetown, Grant Park, Midtown, The Herndon Home, West End, Castleberry Hill and more. There are also 5-mile and 40-mile routes. Participants are encouraged to follow the route at their preferred pace in order to fully explore each of these diverse attractions. For more information, visit www.brag.org/bikeatlanta.html.

Atlanta will welcome dignitaries and business-owners from Ghana and West Africa during the first Ghana Expo, Sept. 23-26 at the GWCC. The conference will focus on Ghana as the "Gateway to Africa," highlighting international trade and business with African countries. More than 5,000 are expected to attend the trade, investment and cultural conference which will explore the unique and rich history, culture and tradition

of Ghana and West Africa. Many events will be open to the public including the global marketplace as well as seminars on international trade and politics. For more information, visit www.ghanaexpo.com.

Atlanta is known as the top destination for African-American travelers (Travel Industry Association of America, 2004) as well as the best place in the U.S. for African-Americans to live work and play (*Black Enterprise*, 2004). The variety of events offered during weekend of Sept. 25 is exemplary of Atlanta's multicultural offerings for visitors and residents. For a multicultural tourism guide, please visit www.atlantaheritage.com or stop by one of the Atlanta Convention & Visitors Bureau's visitor information centers.

Established in 1913, the Atlanta Convention & Visitors Bureau is a private, non-profit organization created exclusively to market metro Atlanta and Georgia as the premier conventions, meetings and leisure destination in the regional, national and international marketplace, and favorably impact the Atlanta economy through conventions and tourism.

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