



### **Atlanta Named Best Place to Be for African Americans**

ATLANTA (June 23, 2004) – The Atlanta Convention and Visitors Bureau (ACVB) is pleased to announce that Atlanta has been named the “top city for African Americans,” by *Black Enterprise*.

The 2004 “Top Cities for African Americans” list was developed from surveys filled out on the *Black Enterprise* Web site. Surveys assessed the primary reasons for which residents live in their hometowns.

African Americans comprise 61 percent of Atlanta’s population and more than one third of these have an annual household income of more than \$50,000. Atlanta earned the top ranking because of its entrepreneurial opportunities, earnings potential and diverse cultural offerings. Business, housing and education were additional factors also given consideration. Atlanta is a city of opportunity with an expected future job growth of 23 percent, the highest of the 10 finalists.

“To be recognized by *Black Enterprise* magazine is one of Atlanta’s highest accomplishments,” said Mayor Shirley Franklin. “Atlanta will continue to strengthen and support African American businesses and families.”

Atlanta has education outlets including the largest conglomeration of historically black colleges and universities, as well as a dynamic business market and cultural attractions and festivals such as the Martin Luther King, Jr. National Historic Site and the annual National Black Arts Festival. These are just a few of the components that make it an attractive city to call home.

“Atlanta has established itself as a diverse city and people want to be a part of the growth, success and heritage that makes this city great,” said Kathleen Bertrand, ACVB vice president of community affairs. “Several internationally-recognized African-American leaders are from Atlanta or have established roots here, strengthening Atlanta’s position as a center for black business, education and history.”

Atlanta is also the top destination for African American travelers according to the Travel Industry Association of America (TIA, 2004).

Established in 1913, the ACVB 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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