



Plan a Backyard Adventure to Atlanta and Save

ATLANTA (March 22, 2010) – This year, 53 percent of adults in the U.S. are planning to take at least one overnight trip, primarily for leisure. These travelers are more inclined to spend less overall, drive rather than fly and look for deals on the Internet*. Once again, Atlanta Convention & Visitors Bureau (ACVB) is making it easy to plan and personalize a memorable summer vacation that's affordable and close to home. From May to July, Atlanta.net will host exclusive offerings geared toward Metro-Atlanta residents including hotel packages, discounts to area attractions and a new Family Fun Dining card.

Beginning May 1, families can customize their summer vacation by exploring the offerings of eight attractions and six hotels showcased on Atlanta.net/backyard. Metro-Atlanta residents who purchase three or more tickets to one of the participating attractions are eligible to receive a \$25 Family Fun Dining card that can be redeemed at more than 15 Atlanta restaurants. To receive the dining card, a Family Fun Dining voucher should be downloaded and printed through Atlanta.net/backyard and presented at the participating attraction's ticket counter.

"The Backyard Adventure program appeals to Georgians seeking an affordable family getaway in Atlanta," said William Pate, president & CEO of ACVB. "The program generated an additional 2,093 occupied room nights in 2009 and based on last year's success, we expect our partner hotels and attractions to experience a boost in business again in 2010."

At Stone Mountain Park, hike up the world's largest piece of exposed granite and take in views from the top of Georgia's most popular attraction or challenge yourself on Sky Hike, the nation's largest family adventure course in the treetops. Also in the treetops is the new Canopy Walk at Atlanta Botanical Garden. Soaring 40-feet high, this unique, 12-foot-wide suspension bridge will offer a bird's-eye view of flora and fauna below.

In Downtown Atlanta, go behind the news at Inside CNN Studio Tours and take the kids to experience new interactive exhibits at Imagine It! The Children's Museum of Atlanta, including *Cyberchase: The Chase is On!* (through June 6) and *Conservation Quest* (July 3-Sept. 12). Both attractions are anchored by Centennial Olympic Park. Nearby, hear live music and browse the specialty shops at Underground Atlanta, or take a guided history tour to learn the beginnings of this historic property.

At Zoo Atlanta, learn the art of training a tiger in new Sumatran tiger training demonstrations and head next door to Atlanta Cyclorama where visitors will sit at the center of a sweeping panorama of the Battle of Atlanta, fought during the American Civil War.

On Atlanta.net/backyard, find attractions outside of Atlanta, including Babyland General Hospital, the birthplace of the Cabbage Patch Kids, and Medieval Times, an exciting, family-friendly dinner attraction inspired by an 11th century feast and tournament.

Beginning May 1, you can find all of these fun, family-inspired vacation ideas on Atlanta.net/backyard.

Established in 1913, Atlanta Convention & Visitors Bureau is a private, nonprofit organization created to favorably impact the Atlanta economy through conventions and tourism.

*Y Partnership/U.S. Travel Association

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New for Summer 2010

Atlanta Botanical Garden

For the first time in more than 30 years, the Garden will open the 15-acre Storza Woods, to the public via a Canopy Walk extending 600 feet from the Hardin Visitor Center into the tops of poplars, hickories and oaks. The unique, 12-foot-wide suspension bridge towers 40 feet above the ground and will give visitors a bird's-eye view of flora and fauna below. Also don't miss the opportunity to savor recipes prepared on the spot by the area's top chefs in a state-of-the-art outdoor kitchen using fresh ingredients harvested just footsteps away.

Atlanta History Center, through Sept. 25, 2010

Voices Across the Color Line: The Atlanta Student Movement 50th Anniversary

Through photographs, documents, videos, and contemporary oral history interviews with Atlanta student leaders, *Voices Across the Color Line* commemorates the 50th anniversary of the formation of the Atlanta Student Movement. Students from Atlanta University Center colleges and universities formed the Committee on Appeal for Human Rights to help define their role in the struggle. On March 9, 1960, student leaders from the AUC schools published "An Appeal for Human Rights," which was a full-page advertisement in the *Atlanta Constitution*, *Atlanta Journal* and, eventually, the *New York Times*. The exhibition celebrates the contributions of the individuals whose bravery, perseverance, and commitment to equality changed the city of Atlanta and our nation. Located in the Kenan Research Center at the Atlanta History Center, this exhibition is free of charge with admission to the Atlanta History Center.

CNN International Headquarters

In addition to the Inside CNN Studio Tour, Turner Broadcasting System, Inc. now offers guided specialty tours with new behind-the-scenes features and expanded newsroom access.

- **Morning Express with Robin Meade Tour** – An inside look at HLN's popular morning show, visit the newsroom, control room, watch a portion of live broadcast and enjoy a meet-and-greet with Robin Meade.
- **Inside the Conversation Tour (NEW)** – Guests learn the ins-and-outs behind the production of CNN's *Rick's List*, a dynamic 2-hour program that airs each weekday. After watching a portion of the live broadcast, guests meet Rick Sanchez.
- **CNN VIP Tour (NEW)** – Visitors are given an exclusive behind-the-scenes experience with expanded access to the working studios of CNN Worldwide.
- **HLN News and Views Tour (NEW)** – Show producers select visitors to express their views on a daily news topic. Views are filmed for possible inclusion in HLN's "Your Views" segments. Visitors may also get a chance to meet HLN anchors Richelle Carey or Chuck Roberts.

Stone Mountain Park, Summer at the Rock

New shows:

- *Campfire at the Edge of the Universe* – a highly interactive live show that gets the whole audience involved in an outdoor adventure with a futuristic feeling of exploration
- *Ritmo Blu* – dynamic world percussion trio that brings more than 100 instruments on stage

New Attraction:

- Foam Pit – cool off in Stone Mountain's newest attraction, full of fun bells and whistles and of course, foam

Stone Mountain Classics:

- Sky Hike – the nation's largest family adventure course in the treetops.
- *Journey to the Center of the Earth* – a 4D Adventure located in Crossroads®
- Summit Skyride, Great Locomotive Chase Adventure Golf and the Antebellum Plantation & Farmyard

Zoo Atlanta

New exhibits:

- *Complex Carnivores* - Masters of camouflage, symbols of strength and stealth, and creatures of rare design set the tone for the long-awaited two-part debut of a fascinating series of habitats celebrating the allure and diversity of carnivores.
- *Trader's Alley: Wildlife's Fading Footprints* - Tour an evocative new exhibit pathway revealing the astonishing truths behind the controversial world of wildlife trafficking.

New animals:

- *Meet the sun bears* - The bears are back. Named for the yellowish markings on their chests, these delightful new additions may just give Zoo Atlanta's world-famous giant pandas a little competition.

New demonstration:

- *The Art of Tiger Training* - Guests get an eye-opening reintroduction to the Zoo's fabulous felines with all-new Sumatran tiger training demonstrations.