



ACVB Promotes Arts and Culture to Atlanta's Youth

ATLANTA (August 10, 2004) – Summer is coming to a close but the fun is just beginning. The Atlanta Convention & Visitors Bureau (ACVB) is once again sponsoring a citywide Culture Kids campaign and contest to involve children in the arts and culture community of Atlanta. Some of the top cultural organizations have programming this fall just for children. These organizations are collaborating with the ACVB to promote Atlanta as a kid-friendly culture capital.

Fifteen Atlanta cultural organizations are offering a wide array of activities from theatrical performances like *Free to Be You and Me*, presented by Synchronicity Performance Group at 7 Stages, to fun, hands-on workshops for children like *Create-A-Puppet* at the Center for Puppetry Arts. Other activities include year-round and special exhibits at local attractions like Fernbank Museum of Natural History or Imagine It! Children's Museum of Atlanta. Kids will love the new Outback Station at Zoo Atlanta featuring Red Kangaroos and a petting zoo. A full list of activities and information is available at www.atlanta.net/culturekids, as well as program updates and new activities. Pick up a Culture Kids brochure with a \$1-off coupon at participating locations or ACVB visitors centers.

"The program was a wonderful success last year and we are thrilled to work with the local organizations again to get the children involved," said Jo Ann Haden-Miller, ACVB director of cultural tourism. "Children and families were very responsive to art as a fun, kid-friendly past time and by working together to keep the interest, we continue to further the cultural effort in Atlanta. If children learn a greater understanding of culture now, appreciation of the arts community will deepen in the future."

The ACVB is also sponsoring a citywide Culture Kids contest in conjunction with the ongoing campaign. Children can visit the Culture Kids Web site and register to be automatically entered to win. Winners will be selected at random in a drawing that will be held on or about Dec. 31, 2004. Official terms and conditions as well as full list of activities and sponsor information can be found at www.atlanta.net/culturekids. Three grand-prize winners will be chosen and will receive a prize package including tickets for four to Fernbank Museum of Natural History, Zoo Atlanta, Synchronicity Performance Group, Imagine It! Children's Museum of Atlanta and more.

Participating organizations include: Alliance Theatre Company, The Atlanta Botanical Garden, Atlanta History Center, Atlanta Symphony Orchestra, Centennial Olympic Park, Center for Puppetry Arts, Fernbank Museum of Natural History, High Museum of Art, Imagine It! The Children's Museum of Atlanta, Michael C. Carlos Museum, SciTrek, Synchronicity Performance Group, Theatre in the Square, The William Breman Jewish Heritage Museum and Zoo Atlanta.

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Atlanta's Culture Kids is a collaboration of Atlanta cultural organizations joined together to create awareness that arts and culture is not for adults only, but also for children and families. An initiative created by the Atlanta Convention & Visitors Bureau (ACVB) Cultural Tourism division, Culture Kids is an ongoing program of activities, performances and attractions geared toward children.

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 destination in the regional, national and international marketplace and to favorably impact the Atlanta economy through conventions and tourism.

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