



FeatherFest Helps Boost Attendance for International Poultry and Feed Expo
- *Citywide competition successfully engages attendees, residents and Atlanta businesses* -

ATLANTA (Feb. 8, 2010) – To coincide with the [International Poultry and Feed Expo](#) (IPE/IFE) held in Atlanta Jan. 27-29, 2009, IPE/IFE and the Atlanta Convention & Visitors Bureau (ACVB) created FeatherFest, a weeklong culinary competition in which 52 Atlanta restaurants competed to create the best appetizer, entree or dessert based on poultry meat or eggs. The program successfully engaged the community in the convention, educated attendees about Atlanta’s dining scene and helped IPE/IFE surpass its attendance goal by nearly 1,500.

“Creative programs like FeatherFest help build attendance for our top clients in a tough market,” said William Pate, ACVB president and CEO. “Because of FeatherFest’s success, we plan to build similar programs for future clients to assist them in meeting their attendance goals.”

IPE/IFE attracted nearly 19,000 attendees to Atlanta and created an economic impact of nearly \$22 million for the city. The attendance numbers are comparable to 2007 (nearly 20,000 attendees) and programs like FeatherFest will encourage this increase in attendance to continue in the future.

“We are grateful for the enthusiasm and support shown by ACVB and Atlanta’s restaurant community to make IPE/IFE a huge success,” said Charlie Olentine, executive vice president of the U.S. Poultry and Egg Association.

During FeatherFest, convention attendees and Atlanta residents were encouraged to dine at some of the participating restaurants and vote for their favorite dish on [Atlanta.net/featherfest](#). Nine hundred visits to the Web site and 340 votes later, the winning restaurants were determined and each restaurant was presented with a plaque of recognition as the dish of choice for FeatherFest 2010.

Restaurant Winners:

- [4th & Swift](#) received the most votes for its veal and ricotta meatballs and for its sticky English toffee pudding, giving the restaurant accolades for Best Appetizer and Best Dessert, respectively.
- [Nava](#)’s keylime chicken won the award for Best Entrée
- The classic stuffed chicken breast at [Ruth’s Chris Steak House](#) (Centennial Park, Buckhead and Sandy Springs locations) took home the prize for Most Popular Dish.

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

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