



**Atlanta Convention & Visitors Bureau Launches
“Intown Restaurant Stimulus” Initiative**
Innovative program makes dining out in April more affordable

ATLANTA (April 9, 2009) – Just in time for Tax Day, Atlanta Convention & Visitors Bureau (ACVB) has introduced an exciting new program specifically designed for fans of the city’s cuisine. Developed through a partnership with a wide variety of Atlanta eateries, the Intown Restaurant Stimulus, or I.R.S., initiative was created to give restaurant patrons an incentive to eat out more often during a time when everyone has money on their minds.

During select days in April (April 19-23 and 26-30), foodies can dine at any participating intown Atlanta restaurant and receive 15 percent off the total (pre-tax) check amount. Participating restaurants also have provided gift certificates for the initiative, which will be awarded during an I.R.S. sweepstakes.

“Atlanta has an incredibly diverse selection of restaurants guaranteed to satisfy even the most discerning and eclectic taste buds,” said George McKerrow Jr., ACVB board member and president and CEO of Atlanta-based Ted’s Montana Grill. “The city’s restaurateurs and the ACVB are dedicated to ensuring the continued success of the industry and this initiative is the first of several we have planned with that goal in mind.”

Beginning April 9, participating restaurants will work with the ACVB to distribute a special I.R.S. e-flyer to guests who have signed up to receive news from their favorite restaurants. The coupon, as well as a list of participating restaurants, is available on the ACVB’s Web site (www.atlanta.net/irs).

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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