

NEWS RELEASE

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Inaugural *Experience Augusta* event to be held on November 6

The Augusta Convention and Visitors Bureau (ACVB), Augusta Sports Council (ASC), and FILM Augusta will hold the inaugural *Experience Augusta* event celebrating the State of Tourism on Wednesday, November 6, 2019 from 3:30pm to 5:30pm, at Sacred Heart Cultural Center, 1301 Greene Street.

The theme for this year's event will be "Evolve & Elevate," showcasing Augusta's growth and development over the past year. ACVB President & CEO Bennish D. Brown and ASC CEO Brian Graham will share highlights of the accomplishments achieved by their organizations in 2019, as well as their vision for the future of economic development through tourism in Augusta's River Region.

"The excitement about Augusta's growth is undeniable! Thanks to the efforts of the ACVB, Augusta has received a record amount of positive publicity in outlets such as The Daily Beast, Southern Living, Thrillist, Rolling Stone, among many other national publications," said Brown. "Film productions continue to increase in Augusta, with four feature films choosing our city, hiring local crew, and using Augusta locations. New businesses such as Augusta & Co., Hyatt House, and 2nd City Distilling Co. are enhancing our downtown and the destination as a whole. We're excited to tell these stories to drive tourism and celebrate these victories with the community."

"Sports is the fastest growing segment within the tourism industry," said Graham. "We are fortunate to live in a world-renowned sports city and pride ourselves on leveraging our international notoriety and reputation for southern hospitality to promote an even greater economic driver for our community."

Through the event's Local Hub, attendees are encouraged to explore the future of tourism in areas such as sports, outdoors, history, entertainment, and arts. Local Hub participants include the Augusta Museum of History, Lucy Craft Laney Museum of Black History, Augusta Symphony, Westobou, Miller Theater, Destination Creative Group, 2nd City Distilling Co., the

Augusta Metro Chamber of Commerce, and the Economic Development Authority, among many others.”

Advance tickets are on sale through November 4, 2019 for \$30. Walk-up tickets will be available at the door on the day of the event for \$40, pending availability. For advance tickets, visit <https://www.eventbrite.com/e/experience-augusta-2019-tickets-72934391729>.

Augusta is experiencing monumental growth which bodes well for both its residents and visitors. The ACVB, ASC, and FILM Augusta are proud to enhance the region’s economy by continuing to attract visitors to Augusta’s River Region.

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