

NEWS RELEASE

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Augusta & Co. Opens in the Heart of Downtown *Grand Opening & Ribbon Cutting May 10 at 5:00PM*

AUGUSTA, GA – Innovation meets state-of-the-art design with the unveiling of the new Augusta & Co., a revolutionary new concept in the travel and hospitality space operated by the Augusta Convention & Visitors Bureau (CVB).

Set to have its grand opening the evening of Friday, May 10, Augusta & Co. is a one-of-a-kind space designed to stimulate all senses and engage visitors in an immersive experience of the city. The facility stands as a first stop before venturing out into the city on your own.

The official ribbon cutting for Augusta & Co. will take place at 5pm, followed by Grand Opening events which include a tasting bar hosted by [Watanut](#) and [Savannah River Brewing Co.](#), expert led talks by the [Augusta Canal Discovery Center](#), and a local artists showcase in the gallery, among many other interactive Augusta experiences.

The Augusta CVB's fresh new space is meant to welcome both visitors and locals alike. Augusta & Co. will feature locally produced merchandise, goods, and local Augusta experts. Just as much an interactive hub, this new communal space will provide visitors with the opportunity to engage with local Augustans, as well. This includes featured tastings with local brewers, introductions to local artists, book signings by Augusta authors, all of whom help tell Augusta's stories.

"The name Augusta & Co. captures the idea of bringing people together," Jennifer Bowen, CVB Vice President of Destination Development said. "By featuring the products of local craftsman, local artists, and makers of authentic Augusta food and beverages, we're bringing people together to tell Augusta's story. Each segment of Augusta & Co will stay fresh throughout the year with scheduled installations in the gallery, new local products, and in-person discussions of activities to do in Augusta."

While visitors make the annual trek to Augusta each year for the iconic Masters® Tournament, the Augusta CVB showcases the additional attributes that this unique city has to offer guests and locals who explore the city year-round. Augusta & Co. is one of the many plans being implemented by the CVB in order to connect locals and tourists to the community.

Augusta & Co. intends to shake up the city and add a fresh, new vibe to Augusta's growing downtown. It will also remain a fist-stop destination for visitors and locals of all demographics to enjoy product demonstrations, special events and seasonal merchandise items. Augusta & Co.

is set to operate 7 days a week, 8:30am - 5:00pm, with extended evening hours Wednesday through Saturday for ease of access. Extended weekend hours are subject to change.

To bring this in-depth vision to life, the Augusta CVB worked closely with the Atlanta office of global architecture, design and planning firm, Gensler. In addition to the strategy and design, Gensler also created the logo and branding, from large scale murals to visual merchandising communications, and helped define the mission of Augusta & Co.

"Pushing the boundaries of traditional retail design allowed us to create this lively, experiential environment," said Christina Brady, Design Manager at Gensler Atlanta. "We're excited for guests to visit and interact with the space and embrace all Augusta has to offer."

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