

NEWS RELEASE

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Augusta Garners National Media Attention on Thrillist

Augusta, GA – The Augusta Convention & Visitors Bureau (ACVB) is pleased to announce that Augusta’s River Region has garnered national media attention as a direct result of current ACVB public relations efforts.

Most recently, Thrillist featured soulful Augusta experiences at [Knuckle Sandwiches](#), [Soul Bar](#), [Augusta Museum of History](#), [Arsenal Tap Room + Kitchen](#), [The Partridge Inn](#), and [Jackie M’s and Sons](#) as some of the reasons Augusta is one of the “[Best Weekend Getaways Near Atlanta](#).”

Thrillist has a viewership of 11,511,314 to generate an ad equivalency of \$106,479.65. Viewership and ad equivalency numbers are based on data gathered through Cision, a trusted media database that works directly with media sources to obtain and calculate the publication’s ad rates and placement values to determine the equivalent value of specific media coverage.

A pillar of the ACVB mission is directly linked to the cultivation of both regional and national media coverage in order to highlight the city’s attributes and enhance the region’s economy by positioning the city as a preferred visitor destination.

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