

GWCCA Board Approves the Schematic Design and Preliminary Project Budget for New Stadium Project

ATLANTA - (October 29, 2013) The Georgia World Congress Center Authority (GWCCA) Board of Governors unanimously approved the complete schematic design and a preliminary budget of \$1.2B.

The design for the stadium was recently completed by 360 Architecture, its local partners and the Atlanta Falcons and was presented to the GWCCA Board. Earlier this year, the design team presented the conceptual design, which has now been defined in more detailed terms of the stadium's scale, components and features, including a state of the art roof system, a 63,466 sq. ft. halo video board, and the ability to customize the building façade with a specialized lighting system. The new stadium is expected to break ground in April 2014.

"We are extremely pleased with the design concepts from 360 Architecture," said GWCCA Executive Director Frank Poe. "This project is going to create an iconic stadium for the City of Atlanta and State of Georgia. With the design and infrastructure of the new stadium, we will not only preserve the Falcons in downtown Atlanta, but maintain our important legacy events as well as attract new events to our region."

For background information on the stadium development process, please visit:

<http://www.gwcc.com/about/stadium/Default.aspx>

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Contact:

Jason Kirksey
Public Relations Specialist
404-223-4041
jkirksey@gadome.com

Located in the heart of downtown Atlanta, the Georgia World Congress Center Authority, which includes the 3.9 million square foot convention center, the 71,250-seat Georgia Dome and 21-acre Centennial Olympic Park, ranks among the largest convention destinations in the country as well as one of the best sports and entertainment campuses in the world.