



The Georgia World Congress Center Authority and the German American Cultural Foundation bring Atlanta Christkindl Market™ to Centennial Olympic Park

(ATLANTA, Sept. 13, 2019) – On Nov. 21, the Atlanta Christkindl Market™ will kick off Centennial Olympic Park's winter programming. Formerly located at Atlantic Station, the four-week long holiday event will bring traditional German culture to the heart of downtown Atlanta. "We are very excited about the partnership with Centennial Olympic Park and the Georgia World Congress Center Authority," said Dennis Wagner, Chairman of the German American Cultural Foundation (GAC-F).

Since 2016, this family friendly festival has provided attendees the opportunity to learn more about German-speaking countries through entertainment, authentic food and beverage experiences, arts and crafts, and cultural activities for kids, including workshops and storytelling. Considered GAC-F's official holiday event and the city's largest German Christmas market, the event brought in over 400,000 visitors in 2018.

"Our mutual goal for 2019 is to attract more than 1.2 million visitors and have the biggest and most impressive German Christmas market in the United States," said Joe Bocherer, GWCCA's Chief Commercial Officer. With up to 80 charming Bavarian-style wooden chalets, the festive event creates the authentic German holiday experience with traditional German food, beverages, and handcrafted products such as ornaments, nutcrackers, and toys.

The Atlanta Christkindl Market is a free event open to the public daily from 11 a.m. to 9 p.m. and will run through Dec. 24. Visit christkindlmarket.org for more information.

About the Georgia World Congress Center Authority

The Georgia World Congress Center Authority (GWCCA), a key driver for Georgia's economy, is the largest combined convention, sports, and entertainment campus in North America. Established in 1971, the GWCCA campus includes the Georgia World Congress Center, Centennial Olympic Park, and state-of-the-art Mercedes-Benz Stadium and exists to promote and facilitate events and activities that generate economic benefits to the citizens of the state of Georgia and city of Atlanta as well as enhance the quality of life for every Georgian. To learn more about the No. 1 convention, sports, and entertainment destination in the world, visit www.gwcca.org.

About the German American Cultural Foundation

The German American Cultural Foundation is a non-profit organization dedicated to promoting and preserving German language and culture in the southeastern United States, and to supporting institutions with a similar goal. The Foundation strives to strengthen the transatlantic relationship by advancing intercultural awareness and know-how between German-speaking countries and the United States, through the support of educational activities, community events, and the arts. Learn more at <https://www.gac-foundation.org>.

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