



**LOOK UP  
Atlanta**

## **Look Up Atlanta on Hiatus for 2024**

### ***Patrons who purchased tickets for June 29 event eligible for full refund***

**ATLANTA (April 11, 2024)** – Georgia World Congress Center Authority (GWCCA) today announced that Look Up Atlanta is going on hiatus for 2024. This decision comes after careful consideration of various factors, including pre-existing events on campus, new opportunities associated with the event, upcoming renovations in Centennial Olympic Park, and a desire to reimagine the event to ensure a more impactful and engaging experience for attendees in the future.

Patrons who purchased tickets for the June 29 event will receive a full refund through Look Up Atlanta ticket partner Big Tickets within 7-10 business days. More information on ticket refunds is available on the Look Up Atlanta event website at [www.lookupatl.com](http://www.lookupatl.com).

"While we recognize the disappointment that may accompany this decision, we believe that taking a hiatus in 2024 will ultimately allow us to better celebrate everything that makes Atlanta, and Georgia, a great place to call home," shared Frank Poe, GWCCA executive director. "We are grateful for the continued support of our attendees, sponsors, and partners, and we look forward to returning in 2025 with a revitalized and reimagined Look Up Atlanta."

During the hiatus, GWCCA will remain actively engaged in planning and preparation for future Look Up Atlanta events. Updates and announcements regarding the return of Look Up Atlanta will be communicated through the event's official channels and website.

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### **About Georgia World Congress Center Authority**

Georgia World Congress Center Authority's (GWCCA) championship campus, a key driver for Georgia's economy, is the largest combined convention, sports, and entertainment destination in North America. Established in 1971, the GWCCA campus includes Georgia World Congress Center, Centennial Olympic Park, Mercedes-Benz Stadium, and Signia by Hilton Atlanta. To learn more about the No. 1 convention, sports, and entertainment destination in the world, visit [www.gwcca.org](http://www.gwcca.org) or follow GWCCA on [Facebook](#), [Twitter](#), [LinkedIn](#), [Instagram](#) and [YouTube](#).

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