



PRESS RELEASE

WHOZNTOWN Advance Notification System to High Tourist Visitation in Cartersville-Bartow County Due to LakePoint and other sporting and social events

The Cartersville-Bartow County Convention & Visitors Bureau (CVB) has created "Whozntown," an advance notification text system for area restaurants, businesses, and individuals needing to know when tourist visitation is expected to be higher than normal. Those interested can follow the CVB on Twitter or receive instant text messages to their cell phones to be notified when higher than normal traffic is expected and the event or source generating that traffic.

This summer's onset of *Perfect Game* tournament play at LakePoint, and at six other baseball fields throughout Bartow County, has generated unexpected business at some local restaurants and caught several understaffed. "While there are no guarantees as to where groups might choose to dine, it might help restaurant managers to have a heads-up that events are coming up which might bring them unexpected customers," said CVB Executive Director Ellen Archer. "And, as a destination, it helps us to be a community that is truly visitor-ready." Archer added that the CVB learned earlier this year that local restaurants had been caught off guard by in-coming and out-going traffic generated by the *Counterpoint Music Festival* and realized then that a communication network with area restaurants in particular must be established.

In addition to *Perfect Games* baseball, play at *Rally Volleyball*, events at *Terminus Wake Park*, upcoming soccer tournaments, gymnastics meets or other events likely to generate higher than normal visitation will be broadcast by the CVB via the Whozntown text or Twitter. Notifications are free and available by texting **whozntown** to 88202, and/or by following the Cartersville Bartow County CVB at twitter.com/VisitCartersvil. Twitter posts will utilize **#whozntown** for easy archive retrieval. The CVB offers this service for informational purposes only and makes no claim that any business in Bartow County will receive additional customers from the events broadcasted. Those with questions may contact the CVB at 770-387-1357.