



PRESS RELEASE

Georgia's Lanier Islands Set to Kick Off Game Day Lanier September 17

Southern Lakeside Destination to Serve as Game Day Central with the Biggest NFL and NCAA Matchups on the NEW Spectacular Screen; Premiere Event to Include Celebrity Visits, Stadium Food and Football



Buford, Ga. – September 1, 2016 – Poised at the heart of SEC country and just a matter of minutes away from the Atlanta Falcons Team Headquarters, Georgia's Lanier Islands has its sights set on serving as the next best thing to seats on the 50-yard line with the much-anticipated debut of Game Day Lanier. Kicking off on Saturday, September 17, Game Day Lanier will feature row after row of prime beach seating before the five-story Spectacular Screen, which pairs 4,000 square feet of high definition video with one rocking sound system. Hosted at the resort's boardwalk, beach and waterpark venue – LanierWorld – Game Day Lanier guests will be treated to the ultimate tailgating experience with access to all of the bars, concessions and restaurants along the

boardwalk, as well as grills and games set up right on the beach. As the focal point of the fanfare, at least two major NCAA matchups will be featured on Saturdays, and two high-profile NFL games will be featured on Sundays throughout the season.

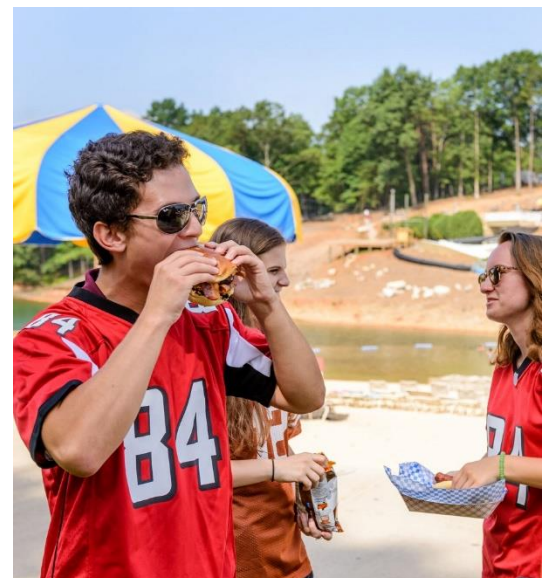
"We're really excited about the launch of a new tradition in tailgating with Game Day Lanier and hope to become a go-to destination for countless football fans and fan clubs," explained Lanier Islands VP of Sales & Marketing, Stephanie Orr. "For our premiere event on September 17, we'll have UGA greats – David Greene and D.J. Shockley on hand to sign autographs, as well as food and gaming trucks, a t-shirt cannon, street performers like stilt walkers and jugglers, marching band, kids' activities, prizes, giveaways and fireworks at halftime during the night game. It will take the concept of game watching and tailgating to an entirely new level. Trust us – the South has never seen football quite like this before!"

The lineup for the Premiere Event of Game Day Lanier on September 17 is:

- Georgia Tech vs. Vanderbilt – Kickoff at 12:30 p.m.
- Alabama vs. Ole Miss – Kickoff at 3:30 p.m.
- UGA vs. Missouri – Kickoff at 7:30 p.m. – Fireworks at halftime

During the premiere event and all subsequent Game Day Lanier weekends – in conjunction with an amazing line-up of games – everyone can enjoy lakeside breezes, toss the pigskin on the sand, or play pickup games of beach volleyball, corn-hole and Battle Ball. Kids can bounce to their hearts content in inflatables, take part in fun and games, or snap selfies with the Islands' very own mascot, Bucky Beaver.

Admission to Game Day Lanier is just \$15/person* and will include seating on the beach plus access to the games and inflatables for the kids, as well as all of the concession stands, watering holes, eateries and restrooms on the Boardwalk, Big Beach and in Sunset Cove. Upgrades are available for



guests who wish to reserve premium seats in the GOLD area. Special Game Day Lanier accommodation packages are also offered for hard-core fans who wish to turn their day at the beach into a stay at the beach. For a full Game Day Lanier schedule of events** and more information about accommodation packages, football fans are encouraged to visit www.GameDayLanier.com or call 770-945-8787.

About Lanier Islands: Nestled on the southern-most shoreline of Lake Sidney Lanier at the foothills of the scenic Blue Ridge Mountains lies the truly distinctive Lanier Islands. Situated less than 45 miles from downtown Atlanta on 1,500 pristine acres of forests, meadows, and beaches, this luxury resort is quickly growing in size, scope, and reputation as one of the Southeast's leading lakeside retreats. As the resort's crown jewel, Lake Lanier is one of the United States' most popular man-made lakes, encompassing 38,000 surface acres and 690 miles of shoreline in Northeast Georgia. Legacy Lodge, Villas, and LakeHouses enhance the park's broad assortment of accommodation choices and meeting sites – making it the ideal choice for corporate meetings and company retreats. Popular excursions like fun in the sun at the boardwalk-themed LanierWorld, zip lining through the trees with Lake Lanier Canopy Tours, horseback riding on a lakeside trail from the Equestrian Center, and renting a boat and ski equipment from Harbor Landing make the islands a terrific choice for families vacationing or “staycationing” in the South. Tranquility – the Spa and the picturesque 18-hole Lanier Islands Legacy Golf Course are major draws for visitors looking to relax or play, and with more than 20 wedding venues to choose from, the Resort is rapidly gaining favor with brides- and grooms-to-be as a highly sought-after Destination Wedding site.

Lanier Islands is steadily securing a solid standing for their unique vision of the future of this luxury retreat, their unswerving dedication to the comfort and enjoyment of their guests, and their signature brand of Southern Hospitality. In 2014, the Resort became a member of the highly esteemed *Southern Living* Hotel Collection. The Islands has also been awarded the TripAdvisor Certificate of Excellence for two consecutive years and was named “Best Place for Family Fun” by Best Self Atlanta Magazine in 2015. For more information, visit www.lanierislands.com.

* *Does not include \$15/car resort gate fee.*

** *Schedule subject to change.*

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