

Peachtree Ridge's PJ Beldel knocks the ball away from Roswell's Garrett Embry during their match

### FRIDAY'S SCORES

North Gwinnett	17
Brookwood	3
Grayson	34
Norcross	16
Roswell	23 OT
Peachtree Ridge	20
Buford	41
Darlington	0
GAC	26
Calhoun	7

► Full game coverage on pages J5-7

► Also, go to [ajc.com/highschools](http://ajc.com/highschools) for photo galleries

### NEXT UP



#### AAAAA

##### Grayson

The Rams face Camden County, the Region 3 No. 1 seed.



##### North Gwinnett

The Bulldogs face Newnan, the No. 1 seed from Region 4.



#### AA

##### Buford

The Wolves face Charlton County, the Region 2 No. 1 seed.



#### GAC

The Spartans face Region 1 No. 4 seed Cook.

### Fourth time



Grayson linebacker Tris up in the closing minutes

## Ring! Gwinnett Place calling

### CID phoning 10,000 homes

By MICHAEL PEARSON  
mpearson@ajc.com

Holiday bells won't be the only thing ringing around Gwinnett County this Christmas season.

A business group seeking to revitalize the Gwinnett Place mall area will make thousands of phones ring as well with exhortations to "discover the Gwinnett Place area again."

The Gwinnett Place Community Improvement District is sending voice messages from Executive Director Joe Allen to 10,000 homes around the west Gwinnett County retail district. It's part of an effort to improve business conditions for shopkeepers there.

Once the retail center of the county, Gwinnett Place has suffered in recent years as some stores and customers have migrated to new, bigger, fancier locations at the Mall of Georgia, Discover Mills and outdoor shop-

► Please see MALL, J3

► INSIDE: Bargain hunters pack stores, J3



VINO WONG / Staff

Keith Matthews of Nashville looks like he's just about had it at Gwinnett Place mall Friday. Matthews said he was shopping for his family and had already spent \$2000.

ers  
or  
es  
ves

packed  
nty and  
Friday,  
ned the  
ial day-  
shop-

king lot  
shoppers  
their pur-  
nks and  
vehicles

became a  
ned bags  
boxes on  
to make it  
rs ye"  
s, cc  
nds and

enceville  
speak-  
end who  
a laptop  
Buy. Le  
anything  
speakers  
a pair for

les while  
e to buy  
ore than  
Le said.  
you."

hunter,  
ille, was  
stuff for  
friends  
drives,  
al photo

uit City,  
nd Fry's.  
es said,  
cluding  
other  
peca:  
l has no  
splurge

ve to go  
nonth,"  
it!"



Photos by VINO WONG / Staff

**Darell Gable, 11, naps while cousin Kelsie Matthews, 10, rests after a three-hour shopping jag at Gwinnett Place mall. The kids say they got winter jackets and sweaters. Darell is visiting from South Carolina, while Kelsie is from Lawrenceville.**

## Mall: You may get a call from Gwinnett Place

> Continued from J1

ping destinations, such as the Forum in Norcross and the Avenue Webb Gin near Snellville.

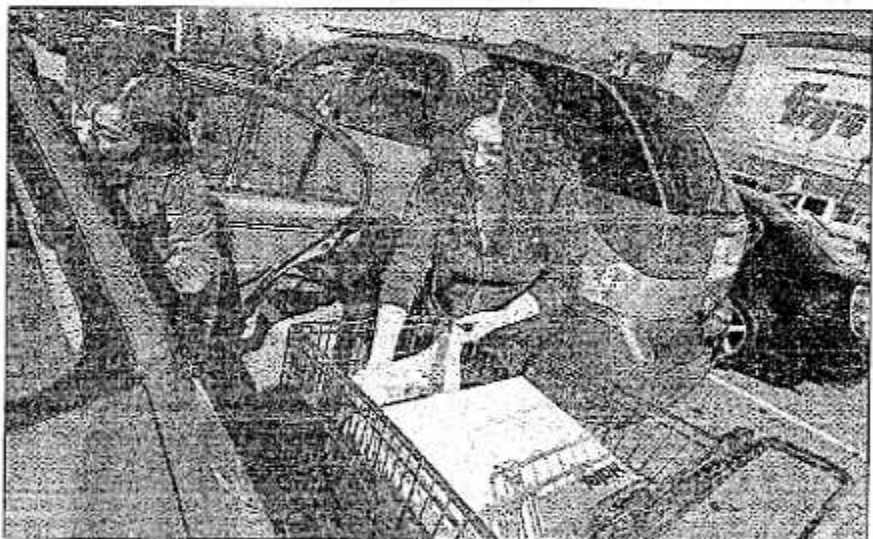
The recorded messages will be followed up by postcards touting the wealth of shopping opportunities available at Gwinnett Place.

"This is one very positive thing we can do to help the retail community here," Allen said.

It's the second time the CID has used telephone messages and postcards to lure shoppers back to the mall area. The first time was for August's back-to-school tax-free holiday.

Gwinnett Place mall manager Nick Nicolosi said it's hard to tell whether the campaign had any effect on shopping habits, but he said he's heard from retailers who were pleased with the results.

"That's hard to weed out, but there is no doubt that doing something like this is going to remind people and give you an advantage in this very competitive retail environment," said Nicolosi, who also is vice-chairman of the CID's board of directors.



**Shang Pero (left) of Lawrenceville and Li Jing of Norcross walked away with computer software, a weight machine and a microwave oven at Fry's Electronics. Pero said she wished Fry's would have sales like this more often. She spent about \$500.**



Traffic appeared calm and not as chaotic, but the owner of this van still managed to improvise on a parking spot at Fry's Electronics Friday.