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CID Inviting Everyone to “Rediscover Gwinnett Place”

Outreach focusing attention on District’s holiday amenities

Duluth (November 21, 2007) — During the busy holiday season, the Gwinnett Place Community Improvement District (CID) is focusing special attention on the retailers, restaurants, hotels and other entertainment locations present in the District.

In the coming weeks, holiday mailings and recorded telephone messages will reach thousands of households surrounding the CID. The effort is designed to draw attention to the thousands of businesses at greater Gwinnett Place as well as the enhancements made by the CID.

“We are inviting everyone to come experience all the exciting shopping, dining and entertainment opportunities here at Gwinnett Place,” said Joe Allen, the CID’s Executive Director. “Our area is the focus of renewed business interest and investments, and we want to remind everyone that Gwinnett Place has all the best venues that metro Atlanta has to offer without heading downtown.”

Additionally, the CID is encouraging interested individuals to participate in a new online public opinion survey – a first-of-its-kind undertaking for the District. A link will be posted shortly at www.GwinnettPlaceCID.com.

“We want to know ways we can continue to improve the Gwinnett Place experience,” Allen said. “We plan to carefully evaluate the responses we receive to help us better meet the needs of our stakeholders and customers. This is an important opportunity to receive some direct feedback from those relying on Gwinnett Place’s many businesses and services.”

The CID also is benefiting from the recent installment of colorful “welcome” banners along all the major roadways servicing the District and newly landscaped interstate interchanges at Pleasant Hill Road and Steve Reynolds Boulevard. Before the year ends, new gateway monument signs will be placed along Pleasant Hill Road.