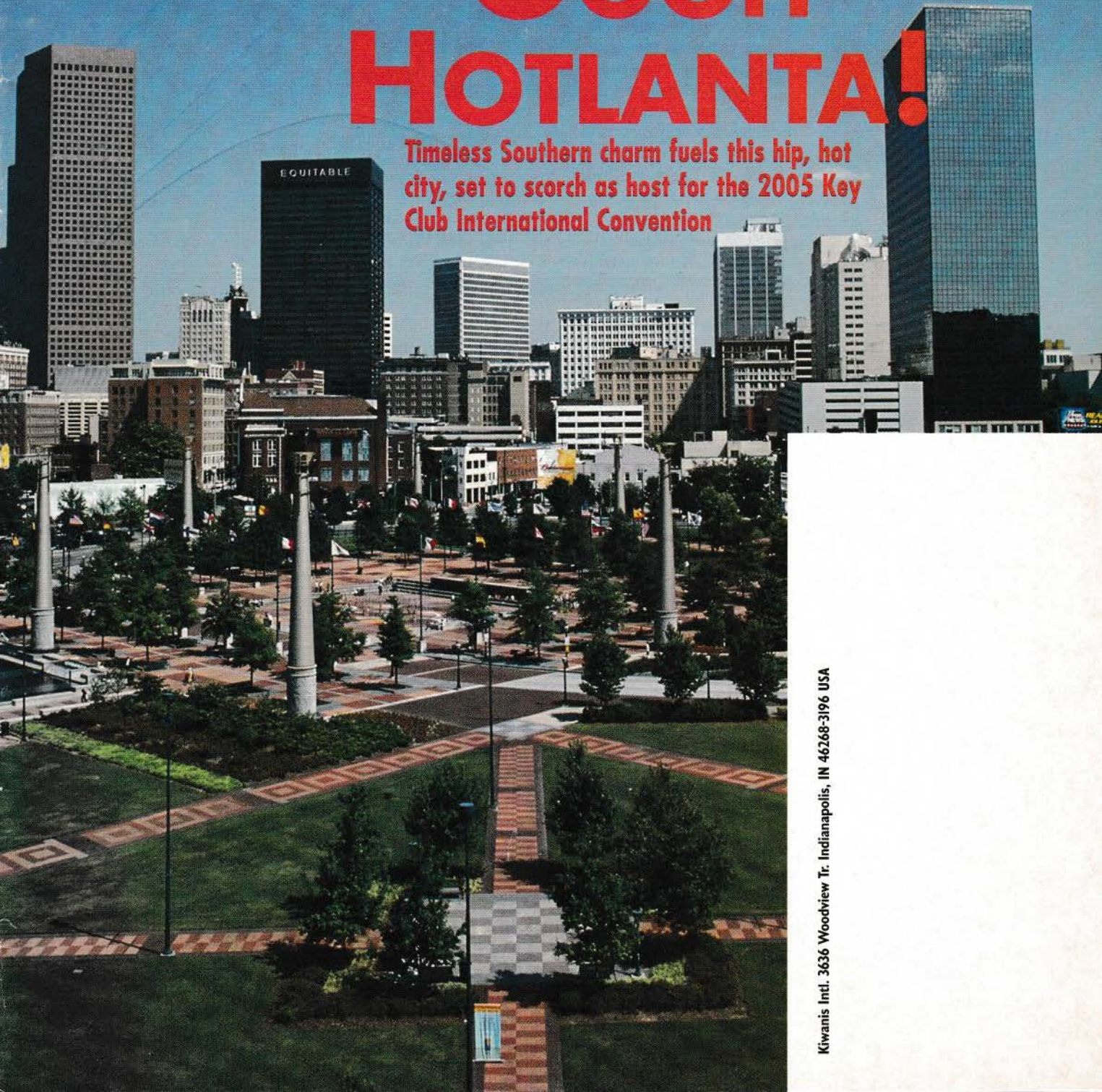


MARCH 2005/Vol. 61/No. 6
www.keyclub.org

Keynotes

OOOH HOTLANTA!

Timeless Southern charm fuels this hip, hot city, set to scorch as host for the 2005 Key Club International Convention



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Oooh HOTLANTA!

STORY BY ANGELA HURLEY
PHOTOS COURTESY OF ATLANTA
CONVENTION & VISITORS BUREAU

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Soak up a day in Atlanta's perfect mix of warm weather, chic shopping, scrumptious eateries, awe-inspiring history, and fun, fun, fun, and it's easy to see why the city has been dubbed "Hotlanta," by visitors and residents for years. The sultry summers and sizzling attractions in this cosmopolitan southern setting make Atlanta the perfect "hot spot" for the 62nd Annual Key Club International Convention, July 6-10, 2005.

The best part? Most of Atlanta's great attractions and edibles are within walking distance of Hilton Atlanta, your host hotel, and the Boisfeuillet Jones Atlanta Civic Center, where convention sessions and entertainment will take place. Countless shops, restaurants, and entertainment spots are within a five- to eight-block radius of the hotel and civic center.

Pop culture anyone?

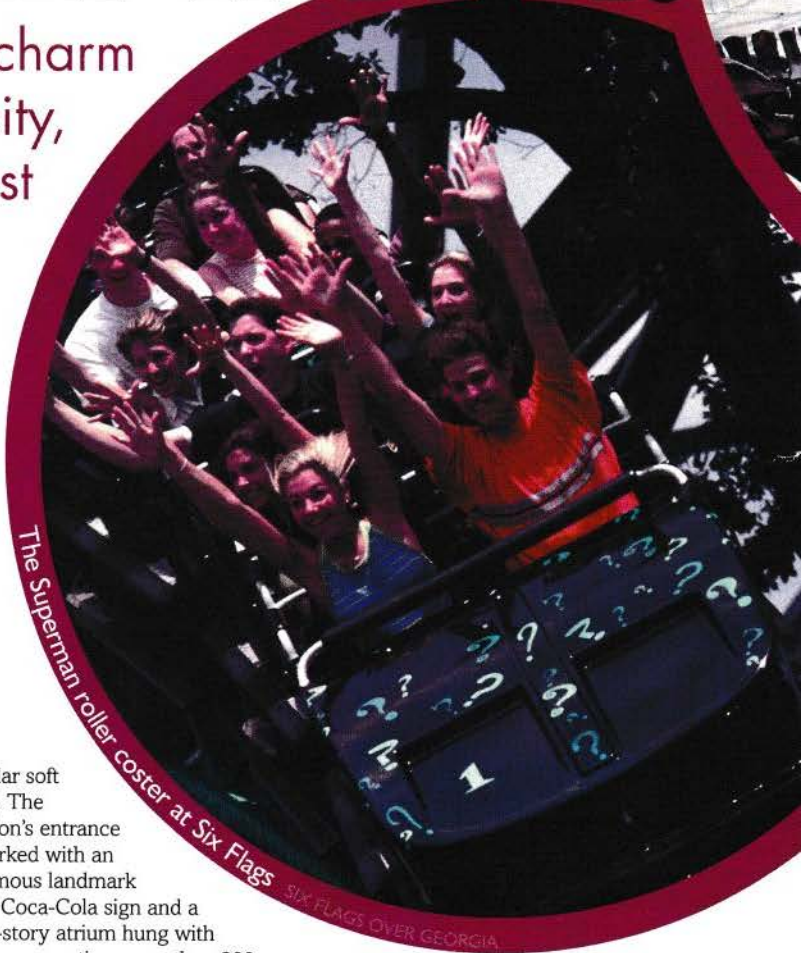
On a hot day, what sounds better than an ice-cold Coke? Nothing. And Atlanta, home base for the Coca-Cola Company, agrees. But no matter what your favorite soda, a trip to the World of Coca-Cola Atlanta is exciting for every visitor.

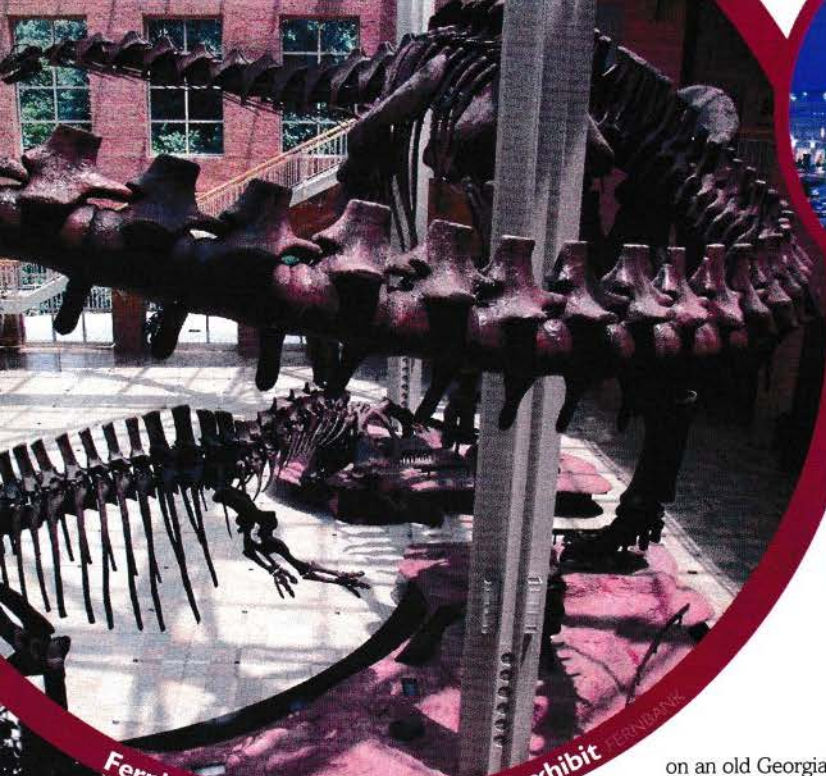
The World of Coca-Cola Atlanta showcases the 100-year history of the

popular soft drink. The pavilion's entrance is marked with an enormous landmark neon Coca-Cola sign and a three-story atrium hung with flags representing more than 200 nations in which Coca-Cola is sold. With exhibits boasting about 1,200 Coca-Cola artifacts, interactive exhibits, and video presentations, the World of Coca-Cola is loaded with entertaining facts and information. Consider: Coca-Cola is not only available everywhere on Earth; it's also made its mark in space. Who knew?! The first "space dispenser" was used by astronauts aboard the space shuttle Discovery in 1995 and has been used since. At the end of the tour, it's your turn to taste

more than 40 different Coca-Cola products and see a fountain that shoots Coca-Cola 16 feet in the air!

Once you're satiated with Coke, you can walk off some of that sugar with a quick jaunt to the CNN Center to catch a CNN Studio Tour. R.E. "Ted" Turner, founder of Turner Broadcasting System Inc., (TBS) launched CNN, the world's first live, 24-hour global news network, in 1980. TBS is headquartered in Atlanta and offers studio tours daily. Visitors get





Fernbank-Giants of the Mesozoic exhibit



Lenox Square



Turner Field

a behind-the-scenes look at what really goes on in CNN's main control room and learn control room jargon such as "lose the bug," which actually means, "remove the CNN logo from the bottom right corner of the screen," and "that package is crashing," which means, "that story is fast approaching its deadline." Budding journalists will enjoy an interactive exhibit area featuring video clips of the top 100 news stories of the past 20 years and displays highlighting journalism ethics. The studio tour also includes fun demonstrations, such as how weather maps appear behind anchors with the help of a blue screen. Reservations for a CNN Studio Tour are highly recommended; but you can purchase walk-up tickets from the Studio Tour ticket booth, which opens daily at 8:30 AM.

Shop 'til you drop

You need not look far to find a must-have in Atlanta. From Atlanta souvenir knickknacks to apparel to shoes, the city offers a large selection of everything. In the downtown area, Underground Atlanta is a top spot for souvenirs and novelty items. A commerce center built

on an old Georgia Railroad freight depot, this three-story building was revitalized in 1989. More than 100 vendors mark the cobblestone streets, offering face-painting, magic tricks, Atlanta souvenirs, fortune-telling, toys, and accessories. If you want to do a bit more shopping before heading back to the hotel, Peachtree Center is located within two blocks of Hilton Atlanta. It houses several shopping delights, including souvenir shops, jewelers, bookstores, and music shops. And if your legs become sore from all that walking, take your tired toes to Peachtree's full service spa!

For the serious shopper, Atlanta's Buckhead area boasts two of the most popular malls in the southeastern United States. Upscale shopping center Lenox Square includes several fashionable department stores such as Bloomingdale's, Neiman Marcus, and Rich's-Macy's. It also features nearly 250 specialty stores, such as Louis Vuitton, Ralph Lauren, Versace, Kate Spade, bébé, and Pottery Barn.

If you don't get your shopping fix at Lenox Square, Phipps Plaza, located right across the street, holds numerous notable shops such as Saks Fifth Avenue, Tiffany & Co., Ann Taylor, and Gucci. And a shuttle service bustles shoppers back and forth between the malls, eliminating the need to cross busy Peachtree Road. Underground Atlanta, Peachtree Center, Lenox Square, and

Phipps Plaza all offer wide selections of food courts and restaurants, as well, depending on your budget.

Though Buckhead is in the northeast section of the city—not within walking distance—the Metropolitan Atlanta Rapid Transit Authority (MARTA) offers the trip for a mere \$3.50 round trip (\$1.75 one-way). MARTA serves the downtown, Midtown, Buckhead, and Perimeter, as well as other popular Atlanta-area destinations. There are several stops on the MARTA line in the downtown Atlanta area.

Eat up!

If all that sightseeing and shopping makes you hungry—and it will—choose from a menu of downtown eateries. Hard Rock Cafés are known worldwide for their fun atmosphere, great food, and displays of rock and roll memorabilia. The Hard Rock Café-Atlanta is no exception. While enjoying a hearty-size cheeseburger, pasta dish, steak, shake, or dessert, you won't want to miss mementos such as a cymbal used by Bush drummer Robin Goodridge, which was signed by the entire band after a 1995 performance in Atlanta. And be sure to check out a telegram sent by Elvis Presley to the Beatles in 1964,

wishing them great success in America.

If you're more of sports fan than a music buff, saunter over to Jocks & Jills, inside the CNN Center (consider combining a meal with a CNN Studio Tour, and make an afternoon of it). With wall-to-wall televisions (all screening sports programs) and an extensive collection of sports memorabilia, it's a sports-lover's paradise. If you're not into sports but enjoy tasty grilled food, Jocks & Jills is an enjoyable lunch or dinner spot, offering a wide variety of tasty treats. While your friend is making a mess of his face with chicken wings, ribs or a burger, you can enjoy an oversize salad or veggie wrap.

Around town

As with any big city, walking at night is best done in a group and a well-lit area. As an added benefit to visitors, Atlanta employs an Ambassador Force, a 70-plus hospitality and public safety entity that helps patrol downtown and assists visitors with helpful information about the city. Ambassador Force staff is on the streets until about 10 or 11 PM and serves as a reliable resource for directions, general Atlanta questions, and emergency assistance.

The MARTA bus and train service is

also a great way to get around and costs only \$1.75 per ride. If you've done too much shopping and can't cram all your loot on the bus, a taxi might be a good solution. Taxi fare within the downtown business district is \$6 per passenger, but the fare goes up when leaving the downtown area. Hilton Atlanta has MARTA schedules and taxi information.

Atlanta is, no doubt, the hottest city in the south. Make plans now to join a few thousand of your best Key Club friends there this summer for four fun-filled days, and watch the city sizzle. ♦

Get there

Want to visit a few attractions that put the "hot" in Hotlanta? Check these out:

World of Coca-Cola

The World of Coca-Cola Atlanta is located at 55 Martin Luther King, Jr. Drive (at Central Avenue), across from Underground Atlanta, and one block west of the Georgia State Capitol. The pavilion is just a short walk from the Five Points MARTA station.

Admission: Adults: \$8 Seniors (60 & above): \$7 Children (ages 4-11): \$5 Toddlers (3 & under): Free with adult

Summer hours:

June - August
Monday - Saturday: 9 AM - 6 PM ;
Sunday 11 AM - 5 PM

CNN Studio Tours

(404) 827-2300
190 Marietta Street NW
Atlanta, GA 30303

Admission: Adults: \$10 Children (4-12): \$7; Seniors (65 and older): \$8

Groups (20+ guests): \$9; Combo Ticket: \$22

Note: *Tour pricing is subject to change. Tours operate seven days a week between 9 AM and 5 PM and depart every 10 minutes. Reservations are highly recommended—tours tend to sell out hours and sometimes days in advance. CNN Studio Tour ticket booth opens daily at 8:30 AM. Walk up tickets are sold on a first-come, first-serve basis. Call 1-877-4CNNTOUR or 404-827-2300 for reservations. The CNN Studio Tour is 50 minutes in length.*

Lenox Square Mall

3393 Peachtree Road NE
Atlanta, GA 30326
From I-75 South, take I-75 South to I-85 North. Take Exit 86 (Buford Highway). Turn left off the exit onto Lenox Road. Lenox Square will be on the left about three miles.

Phipps Plaza

3500 Peachtree Road NE
Atlanta, GA 30326

Jocks & Jills CNN CENTER

Inside the CNN Center
One CNN Center
Atlanta, Georgia 30303
(404) 688-4225

Hard Rock Café

Address: 215 Peachtree Street NE
Atlanta, GA 30303
MARTA-Peachtree Center station serves AmericasMart Atlanta and downtown hotels.

Hilton Atlanta

255 Courtland Street, NE
Atlanta, GA 30303
(404) 659-2000
(two blocks from Civic Center)

Atlanta Civic Center

395 Piedmont Avenue NE
Atlanta, GA 30308
(404) 523-6275
information@atlantaciviccenter.com