



## FOR IMMEDIATE RELEASE

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## Party on Peachtree Is Winter Market Season's Biggest Night

**ATLANTA, December 16, 2015**—Party on Peachtree 2016 is the hottest ticket at Market and the single-largest event benefitting Gift For Life (GFL) and Young Gift Executives (YGE). It will take place on January 14 at 6:30 p.m., complete with a cocktail buffet dinner and live performances by The Helpers—all choreographed by Emmy-nominated emcee Tom Sullivan. Proceeds from the event will continue Gift For Life's work in the fight against AIDS and Young Gift Executives' support of domestic violence survivors.

Following a highly attended Party on Peachtree event in January of this year, the 2016 event is expected to exceed previous participation as the gift and home industry gathers in large numbers for a celebration that supports the work of two amazing organizations.

The event takes place during The Atlanta International Gift & Home Furnishings Market® at the landmark Davison's/Macy's building at 200 Peachtree just steps away from AmericasMart® Atlanta.

The event is sponsored by Poo-Pourri, Giftcraft, Appelman Schauben and the Gift & Home Trade Association, and it is hosted by AmericasMart Atlanta.

Tickets are on sale at <http://partyonpeachtree.splashthat.com/>.

### **About Gift for Life**

Gift for Life is a partnership between the gift, home and stationery industries to raise funds supporting HIV/AIDS prevention, treatment and education.

### **About Young Gift Executives**

Gift Executives (YGE) is an organization of professionals from the Gift and Home industries between the ages of 18-40. The YGE is committed addressing the key challenges facing the sustainability of the industry, and engaging new audiences to ensure a vibrant future. YGE is a subsidiary of the Gift and Home Trade Association, which has been instrumental in the organization's launch and current operations.

### **About AmericasMart Atlanta**

AmericasMart Atlanta is the nation's only global wholesale marketplace housing the world's single-largest collection of home, gift, area rug and apparel merchandise. The largest of AmericasMart's 14 annual Markets and shows, The Atlanta International Gift & Home Furnishings Market and The Atlanta International Area Rug Market in January and July are the ignition switch for global retailing with buyers from every U.S. state and as many as 90 countries discovering product in more than 1,400 showrooms and more than 10,300 temporary exhibiting companies. [ICON HONORS](#), the home and gift industry's most celebrated recognition program, is produced and staged annually by AmericasMart. Located in downtown Atlanta, the AmericasMart complex contains more than seven million square feet of space. It's a huge global stage on which manufacturers, designers and sales representatives unveil new lines, launch new designs and introduce new categories - all for the benefit of buyers seeking all that is fresh and first in the home, rug, gift and apparel arenas. For more information, please visit [www.AmericasMart.com](http://www.AmericasMart.com). Follow us @AmericasMartATL or @AtlantaApparel.

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