



**FOR IMMEDIATE RELEASE**

**CONTACT:** Lisa Bokovoy

404.220.2116, [lbokovoy@americasmart.com](mailto:lbokovoy@americasmart.com)

## **Party on Peachtree Is Atlanta January Market's Hottest Ticket**

**ATLANTA, December 1, 2016**—A spectacular new venue, new features and new beneficiaries mark the third-annual staging of Party on Peachtree 2017, the Atlanta January Market's hottest ticket and the largest event of the U.S. winter home and gift show calendar. Party on Peachtree 2017 moves to the celebrated Capital City Club where a capacity crowd will join in a celebration benefitting returning beneficiary Caminar Latino and the event's newest cause, Atlanta's Street Smart Become A Responsible Teen (BART) HIV Risk Reduction Program for adolescents.

Party on Peachtree 2017 is scheduled for Thursday, January 12, beginning at 6:00 p.m. and continuing through 9:30 p.m. with a full cocktail buffet dinner offered during the course of the evening. Food and drink will be available on each of three floors with music and dancing available on the Ballroom Level. Party on Peachtree sponsors will have exclusive access to private rooms with custom catering—including a Cigar Room—on the Club's fourth floor.

Party on Peachtree is the home and gift industry's night to connect, celebrate and contribute to organizations in need of special assistance and exposure. The evening attracts buyers and sellers from across the January Market population, including many guests from AmericasMart®'s large and growing temporary exhibitor community. Party on Peachtree 2017 is produced by Appelman-Schauben in association with Gift for Life and Young Gift Executives and hosted by AmericasMart® Atlanta. Poo-Pourri is a Party on Peachtree 2017 sponsor.

Tickets are on sale at <https://partyonpeachtree2017.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**

Young Gift Executives (YGE) is an organization of professionals from the Gift and Home industries between the ages of 18-40. The YGE is committed to addressing the key challenges facing the sustainability of the industry, and engaging new audiences to

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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 16 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 70 countries discovering product in more than 1,500 showrooms and more than 3,000 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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