

NEWS RELEASE

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Augusta CVB Launches NewAugustan.com

Augusta, GA – The Augusta Convention & Visitors Bureau (ACVB) proudly launches the NewAugustan.com website to celebrate the stories of Augusta’s River Region alongside their bi-annual publication, *The New Augustan* magazine, which has just released its Fall/Winter 2017 issue.

The New Augustan is a bi-annual publication featuring stories from throughout Augusta’s River Region, which encompasses Augusta, Aiken, Columbia County, Edgefield and North Augusta. The lifestyle magazine highlights the region’s history and heritage, while also showcasing the arts, culture and outdoor adventures that flourish alongside the banks of the Savannah River.

The mission of *The New Augustan* is to enhance both visitor and local experience by giving a voice to Augustans themselves. *The New Augustan* has an annual circulation of 80,000 with distribution being 50% in-market and 50% out-of-market. It has quickly become a popular local engagement piece, available at the Augusta Visitor Center, area Kroger and Publix grocery stores, Fort Gordon Post Exchange, Augusta University departments, and outdoor display stands in Downtown Augusta, North Augusta, and Columbia County. Thousands of annual guests attending meetings, conventions, sports tournaments and festivals also receive *The New Augustan* promoting opportunities to enhance their experience.

The fourth issue of *The New Augustan* focuses on the thriving arts community in Augusta’s River Region, featuring local artist Leonard “Porkchop” Zimmerman and an extensive regional arts guide. Other featured stories include the Augusta Museum of History, Vintage Ooollee, local band Funk You, the Augusta Honey Company, Chef Sean Wight, the Augusta Training Shop, and the Lucy Craft Laney Museum of Black History.

The purpose of NewAugustan.com is to enhance the reader’s experience by expanding upon *The New Augustan* magazine’s featured stories, and continuing to share even more regional experiences. The website is also equipped with beautiful visual storytelling capabilities, including video, to bring additional voices to the story of Augusta’s River Region.

Visit NewAugustan.com to interact with these stories in a unique way.

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