

# KNOXVILLE TOURISM & SPORTS CORPORATION



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Dear *American Quilter's Society Quilt Expo* Attendees,

On behalf of the Knoxville Tourism & Sports Corporation (KTSC), I would like to personally welcome you to Knoxville and East Tennessee. We couldn't be happier that this week has finally arrived and that we can share part of our beautiful summer season with you!

Thousands of Knoxvilleians have waited patiently for your arrival. I'm certain that the first thing you will notice in Knoxville is our warm southern hospitality – whether it be with a welcoming smile or a greeting that welcomes you to town.

While you're here, I encourage you to take a look around the city in your free time. Downtown Knoxville has so much to offer for any visitor! The Market Square District is a pedestrian-friendly area full of boutiques and restaurants unique only to Knoxville. And Gay Street also boasts some Knoxville favorites – Mast General Store, where you can find old-time candy favorites and rustic gear, Downtown Grill & Brewery, a Knoxville eatery staple and the Regal Riviera movie theatre, opened in 2007. "Dinner and a movie" is no longer a thing of the past in downtown areas – it's a reality here in Knoxville's downtown!

Our city also has unbelievable scenery and outdoor opportunities. If you're looking for a great place to get out and stretch your legs, downtown's Volunteer Landing is the perfect place to take a walk and enjoy the Tennessee River waterfront. Ijams Nature Center is a 160-acre wildlife sanctuary that also boasts a wonderful view of the Tennessee River.

Once again, on behalf of the KTSC and of Knoxville, **THANK YOU** for choosing Knoxville as your summer destination and sharing a week with us here in East Tennessee. Don't be a stranger in 2010!

Warmest regards,

Gloria Ray  
President and CEO

