



Good times and good friends await you in Knoxville, a vibrant and beautiful river city with an abundance of great restaurants, nightlife, museums, shopping, family fun and national championship sports. It's a warm, welcoming place with its own distinct history, spirited arts community and blessed with the natural beauty of the Tennessee River and the Great Smoky Mountains.

FOR MORE INFORMATION CONTACT:

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WHAT'S NEW IN KNOXVILLE

(updated 2/23/10)

RESTAURANTS

1. **Sangria's Tapas Café** is located in the heart of downtown Knoxville in Market Square. It serves lunch from 11:30 a.m. to 2:30 p.m. and reopens for dinner at 5 p.m. Sangria's serves a complete menu of authentic Spanish cuisine, specializing in tapas and selection of tasty sangrias.

2. **Steamboat Sandwiches** recently opened in Market Square. This exciting new restaurant offers a wide variety of sandwiches, all on delicious, hand-made, old-fashioned bread, as well as wraps and fresh-squeezed lemonade.

3. The Lunchbox Market and Café

The Lunchbox has become one of the most well known and counted on restaurant and catering establishments for business meetings, weddings, parties, or just meeting friends for lunch. It recently opened its newest location inside Market Square's Knoxivi Studios.

4. **Soccer Taco** has a new location in Market Square to satisfy your craving for sports and great authentic Mexican cuisine! Go and enjoy the Mexican sports bar theme with satellite TVs airing Hispanic sports events from all over the world. They televise sports from Mexico, Argentina, Brazil, and even England and Italy. They not only stay true to the world of soccer, but the sports bar also features a number of other sports including anything with the UT Vols.

5. **The S&W Grand** recently completed its \$5 million renovations. Located on Gay Street in the heart of downtown Knoxville, this historic restaurant is now open. Nodding to the original S&W's cafeteria-style menu, this new restaurant serves many "southern comfort" dishes, as well as new additions with a modern twist.

6. **La Parrilla Mexican Grill** recently opened in Farragut. With a menu of delicious Mexican dishes to choose from, everyone is sure to leave happy. They offer succulent enchiladas, juicy and tender fajitas, quesadillas, burritos and nachos all cooked to perfection and served in a beautiful atmosphere just like in sunny Mexico! Check out their catering options as well.

7. The Tin Roof

Customers at the new **Tin Roof** love its laid-back feel and live entertainment—not to mention its made from scratch food served up by a friendly and eclectic staff. It prides itself on being a bar that doesn't serve "bar food." Enjoy fresh salads, great quesadillas, giant sandwiches and award-winning appetizers. The salsa, guacamole and marinades are all made from scratch.

8. **We're Cooking – All American Grill** is the place if you're looking for the best sandwich in town! It also offers hotdogs, hamburgers, fish and chicken sandwiches and many sides to choose from. For some "good eats" check out this new grill in The Commons shopping center on N. Peters Road.

9. **Lenny's Sub Shop** slices its meats and cheeses fresh to order and piles them high on fresh baked bread. With about a half pound of meat and cheese on the regular size sub, and about a full pound on the large size sub, Lenny's provides an unmatched value for guests' hard earned dollars. This shop is sure to become a downtown favorite!

Sangria's Tapas Café

Phone: (865) 951-0165

35 Market Square

Knoxville, TN 37920

Steamboat Sandwiches

Phone: (865) 546-3333

www.steamboatsandwiches.com

7 Market Square Suite 100

Knoxville, TN 37902

The Lunch Box Market and Café

Phone: (865) 293-4347

www.lunchboxeventcatering.com

17 Market Square

Knoxville, TN 37902

Soccer Taco

Phone: (865) 544-4471

www.soccertaco.com

9 Market Square

Knoxville, TN 37902

S&W Grand

Phone: (865) 566-9800

www.swgrand.com

516 South Gay Street

Knoxville, TN 37902

La Parrilla Mexican Grill

Phone: (865) 966-3001

www.laparilla.com

11639 Parkside Drive
Knoxville, TN 37934

The Tin Roof

Phone: (865) 247-4355

www.tinroofbars.com

1915 Cumberland Ave.
Knoxville, TN 37916

We're Cooking – All American Grill

Phone: (865) 766-5509

159 North Peters Road
Knoxville, TN 37923

Lenny's Sub Shop

Phone: (865) 521-8380

www.lennyssubs.com

522 South Gay Street
Knoxville, TN 37902

ATTRACTIONS

1. Knoxville Zoo

Wee Play Zoo Expanded

The recently revamped *Wee Play Zoo* is a fun and interactive exhibit designed with toddler, pre-school and elementary school-aged visitors in mind. *Wee Play Zoo* lets kids run their own zoo, which has been scaled to just the right size for little ones. This is one of the zoo's most popular exhibits, and since it is located in the Pilot Special Exhibit Building you can play all year, regardless of the weather. This exhibit lets kids try their hand at different roles throughout the "zoo", whether it's selling tickets in the ticket booth, working in the Pizzooria concession stand, or preparing special diets for the animals in the commissary. Little animal enthusiasts can be veterinarians or star in their very own Bird Show. Of course, the zoo always needs zookeepers! Pint-sized keepers can scoop poop and meet animals that live at the zoo. (Parents can rest assured that the zoo does not use real poop or actual food.) New this year is the Infant Crawl, which features a Sensory Crawl with flexible play areas for infants and young toddlers, incorporating different gross motor and sensory development for early development.

New Rhino Arrives

Maggie, a 14-year-old white rhino, has arrived from The Wilds in Cumberland, Ohio, on a breeding recommendation from the Species Survival Plan (SSP). The SSP manages the placement of endangered white rhinos in zoos accredited by the Association of Zoos and Aquariums (AZA), and the determination was made that Maggie and Mondo would make a good genetic match. With Maggie's arrival in Knoxville, the hopes are that nature will take its course.

Maggie will join the zoo's three other rhinos who have been the foundation of a successful breeding program here in Knoxville. Knoxville Zoo ranks as one of the top zoos in the country for the successful breeding of white rhinos, with more than 25 calves born since the 1970s.

How soon will keepers know if Mondo and his new paramour have hit it off? "Rhino match-making isn't an exact science," laughs Lisa New, director of animal collections. "We'll make the introductions at Maggie's pace, and then hopefully there will be some interest between Mondo and Maggie. Mondo has been quite successful with the females in the past, and we're pretty sure he's still got it."

After Maggie takes a little time to acclimate to her new home, keepers anticipate she will join the rest of the herd on exhibit in the coming days. Her arrival was made possible by donations given by guests at the zoo's annual gala fundraiser, Zoofari.

2. Volunteer Landing

Bicycles sized for all ages are now available for rent at the foot of the pedestrian bridge on Volunteer Landing, just across from Calhoun's on the River. The bicycle rentals are located in the center of a 16-mile greenway route and patrons will receive an adventure map of this greenway route through Knoxville. The map shows points of interests including Ijams Nature Center, Alex Haley Statue, the Sunsphere, the Knoxville Skatepark, and a Native American Burial Mound in Sequoyah Hills of West Knoxville.

Knoxville Zoo

Phone: (865) 637-5331

www.knoxville-zoo.org

3333 Woodbine Ave

Knoxville, TN 37914

River Sports Outfitters at Volunteer Landing

Phone: (865) 523-0066

400 Neyland Drive

Knoxville, TN 37902

SPECIALTY SHOPS

1. **The Slamdot Store** recently celebrated its Grand Opening in downtown Knoxville. This unique store is Knoxville's first retail website store. At Slamdot, customers may browse new website packages and designs, as well as participate in educational SlamCamps and receive hands-on web hosting support.
2. **Morelock Music** is a new downtown music store located just one block from Market Square. It buys, sells and repairs instruments and musical accessories of all kinds and offers musical lessons for a wide variety of instruments. You can also find vintage clothing, knick-knacks and a unique selection of men's hats.

Slamdot Store

Phone: (865) 238-5600

108 South Gay Street

Knoxville, TN 37902

Morelock Music

Phone: (865) 766-5192

403 South Gay Street

Knoxville, TN 37902

HOTELS

1. **Country Inn & Suites West Knoxville Cedar Bluff** recently celebrated the opening of its newest Knoxville location. Guests visiting Knoxville now have a new lodging choice and opportunity to enjoy the latest technology and amenities at the hotel. This 89 room hotel opened on April 4th and is East

Tennessee's first property to offer the new radio frequency identification guest room locks providing the ultimate in safety and security. Country Inn & Suites Cedar Bluff is the only hotel in Knoxville to offer 37 LCD high definition televisions in each and every guest room. Additional room amenities include I-pod docking stations, refrigerators, microwaves, free WIFI and unique local black and white photography showcasing the area's landmarks, mountain views and cityscapes.

2. The **Crowne Plaza** recently renovated the Summit Grand Ballroom, the largest of its 11 meeting rooms. The hotel did a complete renovation of the ceiling, walls, carpet, doors, and even the light fixtures in the ballroom. Around \$125,000 was spent renovating the more than 6,000 square-foot room that holds around 600 for banquet seating.
In 2009, the Crowne Plaza Knoxville ranked as the world's No. 2 Crowne Plaza Hotel in overall customer satisfaction. The results are based on a rolling average of customer satisfaction scores based on customer ratings of meeting facilities of the world's 129 Crowne Plaza hotels. Customers who use the hotel's banquet and catering facilities are sent an e-questionnaire by InterContinental Hotels Group, the parent company of Crowne Plaza.
3. The **Holiday Inn World's Fair Park**, located on Henley Street, started renovations in January 2010. The renovations will include all 293 guest rooms and suites, restaurant, bar, offices, and lobby. Renovated rooms will have a sleek, more modern look and will include new beds, new furniture, flat screen televisions and wireless internet.

Country Inn & Suites - West Knoxville

Phone: (865) 693-4500
9137 Cross Park Dr.
Knoxville, TN 37923

Crowne Plaza Knoxville

Phone: (865) 522-2600
401 West Summit Hill Dr.
Knoxville, TN 37902

Holiday Inn - World's Fair Park

Phone: (865) 522-2800
525 Henley St.
Knoxville, TN 37902

AIRPORT

1. The Metropolitan Knoxville Airport Authority is receiving \$5,000,000 funds from the American Recovery and Investment Act for a taxiway construction project.
2. **Arts in the Airport**, through the McGhee-Tyson Airport's coalition with the Arts & Culture Alliance of Greater Knoxville, a six-month exhibit of local art will be on display until April 2010. Included in the exhibit are pieces of photography, watercolors, pastels, woodworking, and oil mediums. The 38 pieces of art on display were selected from over 500 submissions and are for sale.
3. Non-Stop Jet Services from Miami to Knoxville are now available through American Eagle Airlines.
4. Allegiant Air began new nonstop service Feb. 1 from Knoxville to Orlando.

Knoxville McGhee Tyson Airport

www.tys.org

2055 Alcoa Highway

Alcoa, TN 37701

VENUES

1. All Occasion Catering

All Occasion Catering recently celebrated a business expansion. With a great selection of menu items to suit any type of event, from wedding receptions to corporate meetings, as well as a small banquet hall, All Occasion Catering is sure to meet your catering needs.

2. The S&W Grand

The S&W Grand is certainly one of Knoxville's many urban wonders, doubling as a nostalgic restaurant downstairs and a convenient banquet hall upstairs. Renovations were recently completed on this historic building, which has stood in the heart of downtown Knoxville since the days of the Great Depression. Throughout the building's restoration, the terra cotta Art Deco exterior was preserved while still reviving the inside of the building with new and modern touches. But, the building's façade was not all that was preserved during renovations.

Menus for catered events range from simple breakfast items to elegant seafood entrées and an array of delectable dishes in between.

Grand's two banquet halls, the Gay Street Room and the Sky Light Room, seat up to 160 occupants. Banquet facilities can be used for everything from meetings and award ceremonies to dinner receptions and holiday parties. This remarkable venue comes complete with a world-class staff, including Executive Chef Shane Robertson, prepared to offer you the experience of a lifetime. In addition to its excellent menu choices, the S&W Grand is also well prepared to help with any of your event's technical, floral, or wedding arrangement needs. No matter what it is you're looking for, this exciting and historical venue certainly has something for everyone!

All Occasion Catering

Phone: (865) 521-1300

www.alloccasioncatering.com

922 N. Central Street

Knoxville, TN 37917

The S&W Grand

Phone: (865) 566-9800

www.swgrand.com

516 S. Gay Street

Knoxville, TN 37902

The Knoxville Tourism & Sports Corporation promotes the Knoxville/Knox County area as a premier destination for conventions, sports-related events & leisure travelers to enhance the quality of life for the citizens of the City and County, while generating economic impact & development.

“It’s All Here, Just for You. Enjoy!”

www.Knoxville.org