



## CONTACT:

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## FOR IMMEDIATE RELEASE

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### Sweet Adelines Conference is Music to Albany's Ears

Sweet Adelines is in harmony with Albany once again!

ALBANY, NY –The [Albany County Convention & Visitors Bureau](#) (ACCVB) welcomes back singers to Albany this April 20-23 as part of the 2017 Sweet Adelines Greater NY/NJ Region 15 Contest and Convention, bringing more than \$748,930 in spending to the area. This is the fourth year the Sweet Adelines have hosted their convention in Albany, and their experience has been so positive that they have opted to renew for 2020-2021.

The Sweet Adelines International ladies' choruses and quartets sing exciting a capella, four-part harmony, and barbershop-style music, including special arrangements of today's ballads and mainstream music, classic songs, and popular show tunes.

The Sweet Adelines Greater NY/NJ Region 15 has over 900 members and 23 choruses, and about 500 members will be convening in Albany to take part in the 42<sup>nd</sup> annual contest and convention. The group will be performing a "Mass Sing" of all attendees on Friday, April 21 at noon on the concourse of Empire State Plaza.

On Saturday, April 22, the Adelines will hold their singing contest. Tickets may be purchased the day of the event at the Empire State Plaza.

According to the [Destination Marketing Association International](#) (DMAI) Event Impact Calculator, a tool that measures the economic value of an event and calculates its return to local taxes, this event will account for:

- **852 room nights** at area hotels throughout Albany County
- **\$452,169 in direct spending** at hotels, the Times Union Center, etc.
- **\$296,761 in indirect spending** at gas stations, restaurants, etc.
- **\$57,455 in local tax revenue** for Albany County

The [Empire State Plaza Convention Center](#) is host to the convention while the participants will be staying at the Hilton Albany and Hampton Inn & Suites in downtown Albany.

"The Sweet Adelines continue to bring their business here, and we are so appreciative. They are a great example of the type of repeat business we are working to attract to the Albany market," states Michele Vennard, President/CEO of the Albany County Convention & Visitors Bureau. "Partnerships with government leaders, community partners, hotels, conference centers, attractions, and restaurants were all critical in bringing this business to Albany and keeping it."

### ***About the ACCVB:***

*The Albany County Convention & Visitors Bureau, Inc. was established in 1976 to promote the civic and commercial progress of the community through increased development of conventions and tourism. ACCVB currently represents*

*more than 300 member businesses and assists each year in hundreds of regional meetings. ACCVB also operates the Albany Heritage Area Visitors Center, Henry Hudson Planetarium, and the Albany International Airport Information Center. For more information, call 518-434-1217 or 800-258-3582 or visit [www.albany.org](http://www.albany.org).*

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