



bicycle ride across georgia®
www.brag.org

DAWSONVILLE TWO-NIGHT VISIT JUNE 3RD - 5TH

MAIN STREET PARK



What is BRAG?

The Bicycle Ride Across Georgia is a beloved annual event that brings together hundreds of cyclists from all over the state and beyond. Each year, riders explore different communities, experiencing Georgia's unique charm, culture, and hospitality. This year, Dawsonville is honored to be a host city, and downtown will be bustling with activity as cyclists stay, eat, and explore during their two-day stop.



What This Means for Your Business

- 1,200 - 1,500 visitors will be in Downtown Dawsonville - Increased Foot Traffic: Riders, support staff, and spectators will be dining and exploring.
- Exposure: A chance to showcase your business to a broader audience.
- Community Involvement: Join us in creating a welcoming, festive atmosphere for our guests.



How You Can Participate

- Stay open later or offer BRAG specials.
- Display welcome signs or banners.
- Host sidewalk sales, live music, or samples.
- Partner with other local businesses for joint promotions.
- Doing something special? LET US KNOW!



Let's Show What Makes Dawsonville Special!

Help us spread the word. roll out the red carpet and make a memorable impression on our BRAG guests. This is a unique opportunity to boost business and build community pride, along with return visitations!



Questions?

Dustin Heard, Director of Tourism
Dawson County Chamber of Commerce & Office of Tourism Development
706-265-6278 | d.heard@dawson.org





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EVENT SCHEDULE OVERVIEW

ALL EVENTS ARE COMMUNITY EVENTS AND OPEN TO THE PUBLIC

The entire two day event will be stationed in Downtown Dawsonville at Main Street Park. Out of the anticipated 1,200-1,500 attendees, 500-800 cyclists/attendees will be camping indoors at the Dawson County Junior High School Gymnasium and outdoors in Main Street Park. 200-300 cyclist/attendees will be staying at the Holiday Inn Express, Quality Inn & Suites and Namaste Inn & Suites on Hwy 400. We will have two DahloneGo Shuttle buses going to and from the hotels.

**June
3rd**

Arriving in Downtown Dawsonville

10am - 2pm: Riders arriving to Downtown Dawsonville
11am - 11pm: Shuttles in service
4pm-7pm: Guided Tours at Georgia Racing Hall of Fame
5pm-7pm: Events at Granddaddy Mimm's Distillery
8:30pm: Movie in Main Street Park - Trouble with the Curve

**June
4th**

Layover Day in Dawsonville

6:30am-10pm: Shuttles in service
7:30am-11:30am: Organized ride Atlanta Motorsports Park
1:30pm-4pm: Shuttle to Amicalola Falls State Park & Lodge
3pm-5pm: Guided Tours at Georgia Racing Hall of Fame
3pm-5pm: Events at Granddaddy Mimm's Distillery
6pm - 9pm: Concert in Main Street Park with The Tommy Townsend Band

**June
5th**

Departing Downtown Dawsonville

5am: Station House open for breakfast
5:30am: Shuttles from hotels (one-way)
7am: Mass Start from Dawson Junior High/Main Street Park
8am: Shuttles end
10am: Event will be completely cleared from Dawsonville

***DETAILS SUBJECT TO CHANGE**