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# Primerica's Biennial Convention to Bring an Expected 35,000 Attendees to Downtown Atlanta

Event will be largest corporate convention to return to the city since pandemic

DULUTH, Ga.--(BUSINESS WIRE)-- The city's largest corporate meeting, the Primerica International Convention, will return to Atlanta from June 29 to July 2. The biennial event hosted by Primerica, Inc., a leading provider of financial services to middle-income families in the United States and Canada, is estimated to bring 35,000 attendees. The meeting is projected to have an economic impact of \$36 million on the local economy.

The four-day event will be held at the Georgia World Congress Center and the Mercedes-Benz Stadium around the theme of "Decade of Dominance," which began in 2020 when the company had a record-shattering year in every area of its business. Attendees will hear from inspiring speakers, attend workshops, and explore exhibit booths.

"This week Atlanta will know what Primerica is about when thousands of our teammates from across North America gather to celebrate our company's incredible achievements over the past few years," said Glenn Williams, CEO of Primerica. "The large turnout is a testament to the level of passion and commitment we all have for helping middle-income families strengthen their financial future."

Attendees represent licensed and trained representatives from every U.S. state as well as Canada and Puerto Rico, who help families prepare for a more secure future by teaching them straightforward financial concepts and providing access to financial products and services.

"Atlanta's hospitality community is eager to welcome back Primerica and show off the city's new development," said William Pate, president and CEO, Atlanta Convention & Visitors Bureau. "New and returning attendees will experience enhancements to Georgia World Congress Center's campus while also enjoying new hotels, restaurants and attraction expansions throughout our walkable convention and entertainment district."

Current plans for the Primerica International Convention are to return to Atlanta in 2024.

## About Primerica, Inc.

Primerica is a leading provider of financial services to middle-income households in the United States and Canada. Licensed financial representatives educate Primerica clients about how to prepare for a more secure financial future by assessing their needs and providing appropriate products like term life insurance, mutual funds, annuities, and other financial products. Primerica insured over 5.7 million lives and had over 2.7 million client investment accounts as of December 31, 2021. Primerica was the #2 issuer of Term Life

insurance coverage in the United States and Canada in 2021 through its insurance company subsidiaries. Primerica stock is included in the S&P MidCap 400 and the Russell 1000 stock indices and is traded on The New York Stock Exchange under the symbol "PRI".

### **About Atlanta Convention & Visitors Bureau**

Established in 1913, Atlanta Convention & Visitors Bureau (ACVB) is the official destination marketing organization for the city and serves to favorably impact Atlanta's economy through conventions and tourism. Visit [discoveratlanta.com](https://discoveratlanta.com) and @discoveratlanta on social media for more information.

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