

Voice and Tone Examples

ATLANTA

Before

Nowhere else can you find hip-hop and history, Fortune 500s, and flowering magnolias all in one place. The birthplace of Martin Luther King Jr., Atlanta is home to former U.S. President Jimmy Carter, the CDC, Coca-Cola, and chicken and waffles; there’s nowhere quite like Atlanta. Here, you’ll make personal discoveries and professional connections to last a lifetime. Whether your passion is public service, health care, entrepreneurship, or the arts, you can grow it in Atlanta. Emory partners with institutions around Atlanta and is home to numerous centers, so you can make connections and discover a career path that fulfills you.

After

Welcome to Atlanta, a **city that’s constantly reinventing itself** in business, tech, and culture, offering endless opportunities for growth and self-expression. From the CDC to Coca-Cola and chicken and waffles, this is where medical breakthroughs are made, Fortune 500s are built, and creative visions are realized. Here, you can **pursue fulfilling work** through 3,000+ internship and volunteer opportunities within the city’s hundreds of corporate and nonprofit organizations. Come discover a **shared sense of community, purpose, and opportunity** that’s impossible to deny and invigorating to embrace.

← **Goes beyond a surface-level description of a vibrant city**

← **Balances confidence with humility**

← **Demonstrates connection**