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THE COOLEST NEW THINGS WORTH TRAVELING FOR THIS MONTH

SUMMER ISN'T OVER UNTIL SEPTEMBER 21. *Technically.* Once those back-to-school sales begin and leaving work at 3pm on a Friday is no longer tolerated, summer is pretty much kaput. Which is why August is a precious, precious month not to be squandered. With so many legit things going on -- um, hello Burning Man and the first total solar eclipse in 38 freaking years -- you've still got plenty of excuses to ditch work and hit the road. Here are the biggest money-saving promotions, big events, and new attractions opening up so you can finish the summer out strong.

Hilton opens its second TRU Hotel

McDonough, Georgia

Hilton's new foray into the mid-range market started in Oklahoma City this summer with the TRU brand. The second location opened in July in McDonough, Georgia (just outside Atlanta) and features millennial-approved touches like hammocks in the lobby, a 30-plus-item build-your-own-breakfast bar, and local snacks. Hilton is planning 425 of these nationwide.