

Press Release

CONTACT: Hu Longmire
(423) 821-2544
hu@rubyfalls.com
www.rubyfalls.com

FOR IMMEDIATE RELEASE

Ruby Falls in a New Light

(Chattanooga, TN) With the flip of a switch, one of Chattanooga's oldest and best known attractions will be taking on a new face.

Ruby Falls™ is hosting night time Lantern Tours through its world famous cave. This new evening offering provides Chattanooga visitors and residents a chance to see this historic landmark in a whole new light.

“There is something about the cave being lit with lanterns as opposed to our standard lights. It gives you a sense of mystery and discovery” states Jack Steiner Jr, Ruby Falls' President.

This intimate experience allows visitors a never before seen view deep within Lookout Mountain. Limited sized tours begin with a 260 foot elevator ride into the mountain, but upon arrival there will be no staged lighting in the cave. Select members of your group will be equipped with a small hand held electric lantern and the guide will have a fueled inspector's lantern.

The Ruby Falls lantern tour is not only a visually stimulating experience but is also a story telling trip. As mysterious shadows dance on underground walls your guide will share tales of folklore, stories of unexplained phenomena, as well as details on the rich history and geology of the Ruby Falls Cave.

The highlight of the tour will be at Ruby Falls, as this massive waterfall is illuminated through the use of a lantern and pulley system. “The effect is amazing, when you first enter the room with your lantern you can hear the water, but only see a small framed version of the waterfall. “ Steiner says”But as the lantern is raised you begin to realize the actual size”

Lantern Tours begin Friday April 21st and will be every Friday and Saturday after that. Check in for the tour is at 9 pm and the tour will last around 2 hours.

Tours are scheduled by reservation, but tickets are available on a first come first serve basis while supplies last at the Ruby Falls ticket desk. Space is limited so advanced bookings are recommended. Cost of the tour is \$20 for adults and \$20 for children ages 5-12 with the Children receiving a working miner's helmet with admissions.

For more information on Ruby Falls and its new lantern tour visit RubyFalls.com or call 423-821-2544.

#