

Press Release

CONTACT: Jane Derthick
Hu Longmire
(423) 821-2544 byfalls@comcast.net
www.rubyfalls.com

Ruby Falls Facelift

Chattanooga, Tennessee

Major changes are taking place on Lookout Mountain, as Ruby Falls; a long favorite for Chattanooga visitors and residents alike, is well within a multi-year facelift. Ruby Falls, the 145 foot waterfall located 1120 feet inside of Lookout Mountain, has had millions of visitors since it opened in 1930. Its hour long guided tour gives guests a peak inside the heart of the mountain with its countless rare and beautiful rock formations and its awe inspiring water fall.

“We want to constantly improve our experience” states Jack Steiner Jr, Ruby Falls, President, “By improving our facilities and product we are hoping to better serve our visitors and provide a fantastic overall experience.”

Ruby Falls has long been a destination for many generations of families who pass through or stay in the Chattanooga area. Many bring their children because of their fond memories of visits during their own childhood. With constant improvements and updates Ruby Falls hopes to show these visitors that Ruby Falls is not a one time visit attraction, rather a must see for all of those visiting or passing through the Chattanooga area.

Highlights of the improvements in the last 5 years include but are not limited to:

2000- Light show display at the waterfall is installed. This new state of the art light show allows visitors a crisp view of Ruby Falls in several inspiring colors.

2001- Ruby Falls cavern history presentation is improved.- Two wide screen plasma televisions are used to present the history of Ruby Falls during the tour.

2002- Improvements to the grounds and parking lot begins. – Improvements include the burying of power lines and improved lighting

2003 Waterfall entrance unveiled.-This cascading waterfall entrance drastically improves both the approach to Ruby Falls and as the scenery up Lookout Mountain.

2004 Ruby Falls begins a multi year lobby renovation project. - In an effort to restore the Cavern Castle lobby to a semblance of its original 1930's look 75 years worth of paint was stripped from the banisters, rafters, stairs and walls. A new ticket counter was also added during this time.

2005 Lobby Renovation is continued.-with the development of the Ruby Falls history wall, lighting improvements and the installation of wood flooring.

Future plans for renovations include:

- Further Lobby Renovations
- Third Floor observation and gift shop area renovations

- Cave signage and presentations

Ruby Falls is open every day from 8 am-8 pm; guided tours depart every few minutes.
For further information visit www.rubyfalls.com.

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