

# Press Release

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## See Ruby Falls

### Chattanooga, TN

Chattanooga has a great deal to shout about these days, with all of its new and improved world class additions. Remaining a vital part of this scenic city is one of the oldest and most popular attractions in the Southeast, Ruby Falls. This historic attraction has welcomed millions of guests over its long colorful history and continues to be a tradition for generations of visitors to the Chattanooga area.

Back in 1928 when Ruby Falls founder Leo Lambert had the idea of opening a cave as a tourist attraction, tourism as we know it today was in its infancy. Little did he know that his “roadside attraction” would soon be a must see for families from all over the world.

Located on Lookout Mountain, in Chattanooga Tennessee, Ruby Falls is a large sparkling waterfall located deep inside one of the most significant mountains in the Southeastern United States. The approach to the waterfall is almost as awe inspiring as the waterfall itself. This subterranean trail contains a plethora of beautiful rock formations. Countless stalactites and stalagmites which took millions of years in the making appear in unusual and impressive forms throughout the tour.

A friendly and knowledgeable tour guide greets you at the elevator when the tour begins and shares many interesting and unusual facts about the cavern, the waterfall, and the Chattanooga area as well. The guide will point out many unusual and whimsically named formations such as the “Dragon’s Foot” and the “Totem Pole” and lead the group through specialized portions of the cave such as the “Twilight Zone” and “Weight Watchers Lane”.

The highlight of the tour is Ruby Falls, the breathtaking 145 foot waterfall located beneath the peak of Lookout Mountain. While at the waterfall guests will marvel at the spectacular light display which takes place in the large vaulted dome room known as “Solomon’s Temple”. This room is over 145 feet tall and located 1120 feet beneath the surface of Lookout Mountain. This makes Ruby Falls one of the deepest commercial caves in the country.

A visit to Ruby Falls also includes the opportunity to enjoy the Fun Forest, a play area for the young and the young at heart. This area includes an interactive playground, gemstone panning and an amazing view of the Tennessee River Valley from the Lookout Mountain Tower.

So feel the cool and gentle mist left behind by this underground phenomenon. Marvel at nature’s remarkable wonders and soak up the beauty of Lookout Mountain. Ruby Falls, it’s an experience you will long remember.

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