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## **A NEW YEAR OF WONDER AT RUBY FALLS FEATURES NEW LIGHT SHOW**

**CHATTANOOGA, Tenn. (Feb. 5, 2018)** 2018 holds new adventures at Ruby Falls, starting with a new light and sound show at the waterfall. “This large investment brings a multi-sensory experience,” said Kara Van Brunt, senior director of operations and strategic development at Ruby Falls. “The show draws attention to distinctive aspects of the waterfall and surrounding rock previously unseen. Light and shadows, cues, color changes and choreographed music highlight the power of thousands of years of waterflow in the cave.”

“Our goal with the new show is for guests to feel a newfound appreciation for the natural wonder of Ruby Falls,” said Chad Kuney with Ghost Light Studios. “We sought to heighten the waterfall’s visual and emotional impact by creating this new experience. By emphasizing not only the waterfall, but also the entirety of the waterfall room, we want guests to appreciate the enormity and beauty of the space. Returning guests will experience the waterfall and cave in an entirely new fashion.”

Ghost Light Studios has increased the length of the show, developing a rich, musical score and doubling the number of LED color-changing fixtures. The augmented lighting has the capability to project millions of colors, showcasing the dimensional stone textures and waterfall.

The use of LED lighting in the cave and Castle building consumes minimal energy and aligns with the company’s commitment to adhere to sustainable business practices by reducing the attraction’s carbon footprint. Ruby Falls has continually earned re-certification by Green Globe International, Inc. and has won numerous sustainability awards.

Ghost Light Studios is a multi-faceted entertainment production company serving the attraction, amusement park, themed entertainment and architectural markets. Their creative studio offerings include specialty lighting design, laser shows and entertainment show production. Ghost Light Studios is based just outside Atlanta, GA.

Ruby Falls remains 60 degrees year-round and is America’s deepest commercial cave and tallest underground waterfall open for public viewing. It features a 145-foot waterfall located 1,120 feet beneath the surface of Lookout Mountain in Chattanooga, Tennessee. Go to [www.rubyfalls.com](http://www.rubyfalls.com) for info and tickets.

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