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Delight in The Magic of Christmas With a Journey to The North Pole *Chattanooga's Most Unique Holiday Adventure Returns on December 1*

CHATTANOOGA, TN (November 15, 2018) – Make it a December to remember this holiday season. Beginning Saturday, Dec. 1, Santa believers and kids at heart can take a magical journey to the North Pole to visit Santa at Ruby Falls Christmas Underground. Experience this interactive holiday adventure as it returns for its fifth year with even more holiday delights, open noon to 8 p.m. every Thursday – Sunday Dec. 1 - 9, then daily Dec. 13 – 23.

Travel a secret passage through Ruby Falls cavern to an immersive wonderland where Santa's miners are collecting sparkling "Joystones" to spread Christmas cheer. Discover the hidden brilliance inside a keepsake geode, see Sugar Plum Fairy Village along with Penguin Palace, and experience a whimsical version of Ruby Falls' own aurora borealis. Snow flurries and a charming all-new tiny grove of handcrafted fully-synchronized musical Christmas trees will delight guests. A glittering ice cave leading to a one-on-one visit with Santa in his cozy North Pole cavern is a highlight of the journey.

The spirit of the season abounds at Ruby Falls with merry and bright décor and twinkling lights. "The picturesque Village Plaza is a perfect backdrop for our new, stunning 27-foot Christmas tree topped with a grand star, warmly welcoming guests," said Hollie Baranick, Tours and Special Projects Manager. "We adore showcasing our love of the holidays and family traditions by creating delightful new holiday displays and introducing new features along Christmas Underground's Journey to the North Pole."

Ruby Falls invited Brandon Carruth, 2017 White House Christmas decorator to light the exterior of the historic castle, charming venues, and majestic outdoor Christmas tree. "The magic of Christmas truly flourishes at Ruby Falls" shares Hugh Morrow, Ruby Falls president. "Brandon's talent brings exceptional beauty to the season, complemented by remarkable natural surroundings."

A relaxing addition to this year's holiday offerings is TreeTops Winter Lodge in the historic Ruby Falls Castle. This cozy retreat for Ruby Falls explorers features holiday sweets, hot cocoa and wassail for purchase, table seating and the Christmas Wish Tree where guests can create and hang an ornament on the tree, sharing their heartfelt wish for the holiday season. Children may write and send a letter to Santa while adults unwind and take in the impressive view of the Tennessee Valley. TreeTops Winter Lodge is open every Friday – Sunday, Dec. 1 – 23.

Also new this year, Christmas Underground will operate with timed-entry ticketing. As a specially ticketed event, guests purchase tickets based on the time they would like to check in at Ruby Falls for their Journey to the North Pole. For greatest availability, purchase online tickets early as multiple dates are expected to sell out. Tickets may also be purchased at Ruby Falls based on availability. Several ticket options are offered, including discount tickets combining a visit to Christmas Underground and a Classic Waterfall Tour. Admission to Christmas Underground - A Journey to the North Pole includes a private visit with Santa, keepsake geode, complimentary digital photo with Santa, all event activities and special surprises! Tickets are \$16.95 for everyone ages three and up. Additional photo packages are available for purchase.

Named a Top 20 Event by the Southeast Tourism Society for 2017 and 2018, Christmas Underground is located indoors and offers the nighttime magic of holiday lights and activities throughout the day. Visit [RubyFalls.com/Christmas](https://www.RubyFalls.com/Christmas) for tickets.

For more Christmas Underground photos, please visit <https://bit.ly/2FqbBpY>

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About Ruby Falls

Ruby Falls is home to the tallest and deepest underground waterfall open to the public in the United States. Over half a million guests visit the thundering waterfall annually, located 1,120 feet beneath the surface of Lookout Mountain in Chattanooga, Tenn. Guided tours explore the cavern trail and ancient geological formations. Sweeping views of the Tennessee Valley are abundant from historic Lookout Mountain Tower, Blue Heron Overlook and the Ruby Falls Village Plaza. Committed to cave conservation and environmental sustainability, Ruby Falls is the first attraction in the United States to earn certification from Green Globe and is recognized as a leader in tourism sustainability. www.RubyFalls.com