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MILLION STEPS IN MARCH

CHATTANOOGA, Tenn. (Feb. 19, 2018) Ruby Falls is partnering with the American Heart Association (AHA) and Go Red for Women (GRFW) to encourage guests and team members to collectively walk 100 million steps while at the attraction for a “Million Steps in March.” This event runs March 1 - 31 with a goal of providing inspirational, unique ways to improve heart health, such as walking through a cave. Ruby Falls guests walk an average of 2,500 steps as they tour the cave and climb Lookout Mountain Tower.

"We are grateful to Ruby Falls for helping create a fun way for the community to stay active," said Emily Daily-Fuller, vice president and executive director of AHA. "The Million Steps in March initiative's goal is to help engage Chattanoogans in AHA's mission of building healthier lives, free of heart disease. We hope that encouraging the community to participate in physical activity will help combat our nation's number one killer, cardiovascular disease and stroke."

Guests can take a #HealthySelfie while visiting to show their participation towards the 100 million steps goal, as well as sign the banner on display during March. The event includes special edition souvenir recipe cards for guests (while supplies last) and weekly onsite contests with giveaways such as heart-healthy recipe books from AHA.

Ruby Falls President Hugh Morrow said, "It is a great honor to partner with AHA/GRFW to provide an activity that helps reduce the risk of heart disease and to share the lifestyle steps we can all take to have a healthier heart. To reach the ambitious goal of walking 100 million steps, we are encouraging families and friends to lace up their shoes and get active together at Ruby Falls."

Go Red for Women is the American Heart Association's national movement to end heart disease and stroke in women. Cardiovascular diseases in the U.S. kill approximately one woman every 80 seconds. The good news is that 80 percent of cardiac events may be prevented with education and lifestyle changes. GRFW advocates for more research and swifter action for women's heart health. The movement is nationally sponsored by Macy's and CVS, with additional support from their cause supporters. For more information, please visit GoRedForWomen.org or call 423-763-4400.

Ruby Falls is home to America's tallest underground waterfall and deepest cave accessible to the public. It features a 145-foot waterfall located 1,120 feet beneath the surface of Lookout Mountain in Chattanooga, Tennessee. Go to www.rubyfalls.com for more.

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