



FOR IMMEDIATE RELEASE: December 27, 2023

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MEDIA ADVISORY

Ruby Falls Celebrates its 95th Discovery Day

Special activities commemorate milestone anniversary of the discovery of Ruby Falls!

WHAT: On December 30th, 1928, Leo Lambert discovered the thundering underground waterfall, Ruby Falls, located 1,120 feet beneath the summit of Lookout Mountain. Every year, Ruby Falls celebrates Discovery Day, and this year marks the beginning of a year-long celebration for its 95th anniversary!

This year, on December 30th, 95 guests will experience breathtaking Ruby Falls for the original admission price of \$2 with specially priced Cave Walk tickets on select morning tours. Take home a complimentary keepsake postcard while supplies last and discover lesser-known facts and legends about the cavern to commemorate Leo Lambert's incredible journey leading to the discovery of Ruby Falls.

WHEN:

Saturday, December 30, 2023
7:30 AM – 8:00 PM

WHERE:

Ruby Falls, 1720 S Scenic Highway, Chattanooga, TN 37409

Admission Costs & Details:

Cave Walk tickets are \$15.95 - \$25.95

Tickets for the \$2 Discovery Day tours are limited to the first 95 tickets sold for select morning tours.

Tickets available online. To purchase tickets, visit <https://www.rubyfalls.com/special-events/discovery-day/>.

Approved images and press kit: <https://bit.ly/RFDiscovery>

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About Ruby Falls

Ruby Falls is home to the tallest 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 summit of Lookout Mountain in Chattanooga, TN. 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.