



Romance at RUBY

Ruby Falls
1720 S. Scenic Hwy
Chattanooga, TN 37409

Media Contact
Jaclyn Lewis
PR Specialist
jaclyn@rubyfalls.com
423.558.0206

Press Kit
Available at:
<https://bit.ly/RomanceRuby>



Scan me

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.

Discover Romance at Ruby Falls This Valentine's Day

*Experience the charm of the season with a romantic date night
Lantern Tour*

PRESS RELEASE

FOR IMMEDIATE RELEASE

01/16/2024

(CHATTANOOGA, TN) - Discover the extraordinary and uncover the captivating love story at the heart of Ruby Falls this Valentine's season. Celebrate with your valentine on a special after-hours date night, hidden 1,120 feet below the summit of Lookout Mountain. Romance at Ruby adds adventure to the most romantic month of the year, featuring a guided walking tour of the iconic cave, lit only by hand-held lanterns on select dates in February.



Photo courtesy Ruby Falls

During the scenic stroll to the waterfall, a Ruby Falls guide shares tales of local legendary romances, including the love story of Leo Lambert and his wife, Ruby, that led to the discovery of the magnificent Ruby Falls. With a limit of 10 couples per group, the enchanting expedition includes more time to admire the breathtaking waterfall and ancient rock formations by the soft glow of the hand-held lanterns.

"Leo Lambert's love for his wife Ruby inspired him to follow his dreams and to accidentally find what is considered by many to be one of the world's most beautiful waterfalls," says Hollie Baranick, Tours and Special Projects Manager. "Romance at Ruby sparks an adventurous spirit and provides a unique way for guests to celebrate or even begin their own love story."

Reservations are required for this memorable date night and can be made online at www.rubyfalls.com. Plan to arrive 30 minutes before the tour to take in the stunning views of the Tennessee River, star-filled sky, and twinkling city lights. Relax by the cozy fire in the historic Ruby Falls castle's limestone fireplace until your cave adventure begins.

Purchase tickets early, as this multi-night event sells out quickly. Tickets to Romance at Ruby are \$94.95 per couple and include the special-edition cave tour, a professional photo, and a themed gift.

For more information, visit www.RubyFalls.com/special-events/romance-at-ruby.