



FOR IMMEDIATE RELEASE: May 11, 2023

Contact: Jaclyn Lewis
423.558.0206 | jaclyn@rubyfalls.com

RUBY FALLS WELCOMES NEW ADDITIONS TO MARKETING TEAM

The Lookout Mountain attraction adds key staff to support company expansion.

CHATTANOOGA (May 11, 2023) - Ruby Falls welcomes Reneese Pope and Jaclyn Lewis to its Marketing Team. Pope joins as Events and Facility Rentals Manager and Lewis as Public Relations Specialist.

Reneese Pope joins the Ruby Falls Marketing Team with over 15 years of experience in the hospitality industry. Previously the Event Manager at the Chattanooga Convention Center, Pope's expertise in leading cross-functional teams with a level head and a welcoming demeanor perfectly suits this new position at Ruby Falls. As the Events and Facility Rentals Manager, Pope supports the growth of its signature programs and the launch of its brand-new meeting space, scheduled to open in the fall of 2023.

As the Public Relations Specialist, Jaclyn Lewis strengthens the Ruby Falls brand through collaboration with news and media outlets, strategic communications, and dynamic partnerships. Before joining the Ruby Falls Marketing Team, Lewis directed communications for the local nonprofit green|spaces and worked in leadership roles at public library systems for over 13 years. Her background gives her the insight to develop engaging content for diverse audiences and to increase Ruby Falls' capacity for large-scale programs and exhibits.

Ruby Falls began a multi-year, extensive expansion plan in 2018. "We are thrilled to welcome these highly skilled professionals to our team," shares Hugh Morrow, Ruby Falls president. "I have no doubt that their innovative ideas and fresh perspectives will play a vital role in creating unique experiences and communicating them to our future guests."

Expansion projects continue at Ruby Falls. In December 2022, a bespoke treehouse lodging collaboration was announced between Ruby Falls and TreeTop Hideaways, bringing overnight accommodations to the park beginning early summer. Later this year, a new event and meeting center will debut at Ruby Falls. Information about the new event venue will be announced in the coming months.

For headshot photos, visit <https://bit.ly/RFNewHires> or scan the QR code. 



###

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 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