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Contact: Charlotte Lindeman

pr@mohhc.org

(423) 877-2525

National Medal of Honor Heritage Center Partners with Rock City For Online Ticketing and Merchandising

CHATTANOOGA, Tenn. (December 12, 2019) – The Charles H. Coolidge National Medal of Honor Heritage Center (Heritage Center) today announced it had signed an agreement with See Rock City, Inc. (SRC Inc.) for the management of the Heritage Center’s ticketing, gift shop and merchandising operations.

Scheduled to open February 22, 2020, the Heritage Center is a 19,000-square-foot facility, located next to the Tennessee Aquarium in downtown Chattanooga, which will feature dynamic, life-sized exhibits designed to engage, educate and inspire visitors by telling the stories of the Medal of Honor recipients and the character traits they exemplify. Tickets and merchandise for the Heritage Center will be available for purchase closer to the Heritage Center’s opening date.

“We are excited to partner with the Rock City team to manage our merchandising operations,” said the Heritage Center’s Executive Director Keith Hardison. “Rock City Gardens has a long-standing reputation as one of the world’s most popular tourist attractions,” he said. “We believe there is a natural synergy between our two attractions and that the Heritage Center will greatly benefit from their merchandising expertise.”

“We too are excited about this partnership,” echoed See Rock City Inc. President & COO Susan Harris. “The Heritage Center is such an incredible addition to Chattanooga, and we look forward to bringing our talents in guest experience and retail merchandising to support their mission.”

See Rock City Inc. has used its expertise in product development and vendor relationships to collaborate with the Heritage Center's team to produce a high-quality signature merchandise selection that will enable visitors to commemorate their experience in a special way.

"We have worked to develop an inventory that represents the mission and brand of the Heritage Center," said Melissa Griggs, director of attractions revenue at SRC Inc. "We have a wide range of items and price points to appeal to both children and adults, while creating multiple souvenirs with the Heritage Center logo."

See Rock City Inc. is a hospitality and entertainment company that features world-renowned Rock City Gardens, one of the South's most popular natural attractions located high atop Lookout Mountain, just six miles from downtown Chattanooga, Tennessee. SRC Inc. also owns and operates the Battles for Chattanooga museum, Starbucks, the Incline Railway concessions and ticketing, RiverView Inn and Grandview Conference Center on Lookout Mountain, as well as three year-round Clumpies Ice Cream Co. locations in Chattanooga and Blowing Springs Farm in Flintstone, Georgia. Visit www.seerockcity.com for more info.

For more information about the Charles H. Coolidge National Medal of Honor Heritage Center, visit www.mohhc.org.

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