

FOR IMMEDIATE RELEASE

THE BATTLES *for* CHATTANOOGA

NEW BATTLE PLANS ON LOOKOUT MOUNTAIN: FORMER ELECTRIC MAP BECOMES DIGITAL 3-D PRESENTATION

LOOKOUT MOUNTAIN, Tenn. See Rock City (SRC), Inc. is excited to announce the reinvention of the Battles for Chattanooga (BFC) presentation at its museum on Lookout Mountain. While the area's historical facts have not changed, SRC is proud to partner locally with Juncture, LLC to update the former electric map to a new, digital 3-D projection.

"Time increases the gap between historical events and the present," said SRC CEO Bill Chapin. "In order to engage current generations, BFC has decided to update the technology used to bring these events to life. Strat Parrott is leading the team at Juncture to make history exciting and relevant to today's historians."

The renovation involves new multimedia projection mapping with high color saturation, short-throw digital projectors, solid-state media players and 3-D modeling software.

"We have asked Juncture to join us in bringing the BFC museum's electric map show forward to technology's cutting edge," said Will Jackson, senior manager of innovation at SRC. "Our purpose is to better tell what is and has been since the battles in 1863, a great story about Chattanooga and our nation's cultural heritage. Our goal is to create a one-of-a-kind storytelling experience that uses the latest technology to bring to life the tumultuous battle days of one of our country's greatest struggles."

"Most people don't understand that the five battles that took place here in Chattanooga were about two factions seeking to control a major economic hub with a huge railroad infrastructure," added Parrott, founder and CEO of Juncture. "As Chattanooga continues to be talked about as a southern city reinventing itself, we need to remember that our city has been a driving force in the nation's economy dating back to the 1850s."

The battles for Chattanooga changed the outcome of the Civil War, sealing the fate of the Confederacy. Located on Lookout Mountain at the entrance to Point Park, BFC is a starting point for a tour of the area's Civil War battle sites. Visually experience Chattanooga's Battle Above the Clouds and Sherman's assault on Missionary Ridge before his historic March to the Sea. See an excellent relic and weapon collection and peruse the bookstore for well-known works about the Civil War. Point Park is also a place of interest as the site of the famous Battle Above the Clouds.

Battles for Chattanooga is located at 1110 East Brow Road, Lookout Mountain, TN and is owned and operated by SRC, Inc. The projected grand re-opening of BFC is scheduled for Memorial Day weekend. For more information, visit www.battlesforchattanooga.com.

About Juncture, LLC: We are small. We believe small is the new BIG. We are Juncture. “So,” you ask, “How can this small shop fulfill the business strategy and brand communication needs of large, national brands?” The answer is relatively simple. We flex. Unlike more traditional agencies that prefer to keep people on staff, we subscribe to a model that enables us to draw upon a much (much!) larger pool of talent from around the country. Because no two clients are alike, we build and manage teams to suit client needs most capably, efficiently and affordably across these four disciplines: Brand, Strategy, Digital and Advertising. Go to www.thejuncture.com for more.

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