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Contact: Meagan Jolley
Email: meagan@rockruby.com
Phone: 423-475-8992



SEE ROCK CITY, INC. CEO BILL CHAPIN WINS TOURISM LIFETIME ACHIEVEMENT AWARD

LOOKOUT MOUNTAIN, Ga. Georgia Governor Nathan Deal recognized See Rock City (SRC), Inc. CEO Bill Chapin as the recipient of the Tom Kilgore Lifetime Achievement Award at the Ga. Governor’s Tourism Conference on Jekyll Island earlier this month. Several of the state’s top tourism professionals were awarded various honors at the annual event, hosted by the Georgia Department of Economic Development (GDEcD) and the Georgia Association of Convention & Visitors Bureaus (GACVB), which brought together more than 400 tourism industry professionals from across the state.

Gov. Deal said, “Chapin has dedicated himself to maintaining and developing the vitality of Rock City and its gardens, which continue to draw sightseers from across the nation. He strives to create an environment where tourists enjoy themselves so much that they return for a separate visit.”

“The pinnacle award given each year at the conference, this honor recognizes an individual who exemplifies outstanding lifetime commitment towards tourism,” said SRC COO & President Susan Harris. “SRC, Inc. was excited to support Bill for this well-deserved honor for someone who loves and champions our industry, our places and our people.”

Chapin purchased the family-owned attraction in 1985 from his father, which was founded in 1932 by his great-uncle, Garnet Carter. Several companies have been added to SRC, Inc. under Chapin’s leadership, as well as multi-million dollar renovations through the years and a full festival and annual event lineup. The award-winning tourist attraction has received top mystery shop scores in customer service by the Southern Highlands Attractions association, as well as international attention from media and visitors.

See Rock City (SRC), Inc. is a hospitality and entertainment company that features the world-renowned Rock City Gardens high atop Lookout Mountain celebrating its 85th anniversary this year, located just six miles from downtown Chattanooga, Tennessee.

SRC also owns and operates the Battles for Chattanooga Museum, Clumpies Ice Cream Co., Starbucks, the Incline Railway concessions and ticketing, and Grandview Conference Center on Lookout Mountain, as well as two Clumpies locations in Chattanooga and Blowing Springs Farm in Flintstone, Ga. Visit www.seerockcity.com for more info.

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