

NEWS RELEASE



*Where the Sun Rises
on the Smokies*

HAYWOOD COUNTY TOURISM DEVELOPMENT AUTHORITY

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LET SERENITY OF MOUNTAIN SETTING TAKE YOU, AND THE GIRLS, TO PURE NIRVANA
Enjoy the Pampering You Deserve By Taking Advantage of the Girlfriend Getaway Offer

HAYWOOD COUNTY, N.C. (MARCH 27, 2009)—Leave the kids, husbands and responsibilities at home, and indulge in a weekend of fun and relaxation with your girlfriends in the beautiful mountain setting of Western North Carolina.

Participating accommodations in Maggie Valley and Waynesville, from quaint and cozy bed & breakfasts to rustic and private cabins to resorts and vacation rentals, will make sure your stay is the perfect getaway. Any group of three or more women will receive a “Spa Gift Bag” with two-night minimum stay. Valued at \$115, the bag will include a pair of terry spa slippers for each guest, assorted lotions, bath salts, body wash, soy candle, a soothing sounds CD, plus a \$20 gift card to a local wine cellar for a bottle of wine. Be sure to mention “Girlfriend Getaway” when booking with any participating accommodation.

“There are numerous treasures in Haywood County for the Ya-Ya Sisterhood escape,” said Rachel Reid of the Andon-Reid Inn, “Whether you want to explore our great outdoors and grab your girlfriends for a hike, or immerse your body and soul with the many spa treatments we have to offer in our area.

“Of course the shopping and gallery hopping is all part of it,” she added. “Haywood County really is the perfect place to unwind in the company of your girlfriends.”

The whole point of a Girlfriend Getaway is to leave your worries behind, spend time with friends, and—last but certainly not least—pamper yourself for a few days. What better way to do that than with a trip to the spa. Let the majestic setting of the mountains relax your spirit, and let the trained hands of a masseuse relax your body.

Take a stroll on Main Street in downtown Waynesville, and enjoy the unique shopping at locally owned boutiques, where you’ll receive personal attention and find the items on your wish list—jewelry, clothes, art, furniture, kitchen supplies, wine, shoes, camping gear, books, crafts, collectibles, and antiques. Set the bags down and unwind at one of the several cafés. Tour the dozens of art galleries and studios in downtown

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Waynesville, all within walking distance, and experience the creativity that flourishes in such an awe-inspiring landscape—from traditional pottery to modern sculpture, from mountain landscape watercolors to contemporary paintings.

If you and your friends are looking to spend some time in the great outdoors, soaking up the beautiful weather and natural scenery, the choices are endless: see the views along 46 miles of the Blue Ridge Parkway, explore the Great Smoky Mountains National Park, choose from hundreds of miles of scenic hiking trails, test your game on some of the best golf courses in the region, and more.

After a fun-filled but busy day, there's no better way to spend the evening than around a table with friends at one of the several fine-dining restaurants in downtown Waynesville, enjoying delicious food and wine and good conversation. Check out the Chef's Table, Lomo Grill, Old Stone Inn, Herron House, and Sweet Onion—among others—for a dining experience you won't soon forget.

Located at the heart of Western North Carolina, Haywood County is the ideal locale for a getaway. Take a short drive east to visit "America's Largest Home," the Biltmore Estate—a majestic 250-room French chateau, along with its renowned gardens and winery, set on 8,000 acres. Or try your luck at Harrah's Casino by heading west to Cherokee, where the entertainment ranges from the tradition and culture of Native Americans to some of today's most popular musical acts.

"This is the perfect way and place to get away from it all," said Lynn Collins, executive director of the Haywood County Tourism Development Authority. "Spend time with friends, and rejuvenate yourself in this scenic, slow-paced setting. And the best part, groups of three or more women will receive a great gift bag to help set a relaxing mood, and they can also save with amazing offers from accommodations."

Call 866.623.9468 or visit www.smokeymountains.net/girlfriendgetaway for more information about the "Girlfriend Getaway" promotion and all that Haywood County has to offer, including accommodations, attractions and restaurants.

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Haywood County, North Carolina, "Where the Sun Rises on the Smokies," is 554 scenic square miles of spectacular country, with beautiful mountains and valleys dotting the landscape. More than a dozen of its mountain peaks soar to elevations of at least 6,000 feet (more than any east of the Mississippi River), and the county is one of the highest, with a mean elevation of 3,600 feet, east of the Rockies. One of its most notable mountain peaks is Cold Mountain—the basis for the award-winning, best-selling novel by Charles Frazier and the ensuing 2003 major motion picture—at 6,030 feet. The county sits at the western edge of the state, with the Blue Ridge Parkway running along its southwestern border. The Great Smoky Mountains National Park and Pisgah National Forest are located in the northern section of the county. Visit us online at www.smokeymountains.net and connect with us on Facebook, MySpace and YouTube.