

NEWS RELEASE



*Where the Sun Rises
on the Smokies*

HAYWOOD COUNTY TOURISM DEVELOPMENT AUTHORITY

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WIN GIRLFRIEND GETAWAY: ENJOY GREAT SKIING IN THE GREAT SMOKIES

Fill Out Simple Entry Form at VisitNCsmokies.com for Chance to Win \$1,200 Vacation Prize

HAYWOOD COUNTY, N.C. (DECEMBER 4, 2009)—Daydreaming of getting away from the stress of the daily grind? Wishing you could leave the kids, spouse, job, and responsibilities behind for a few days? Well, here's your chance, ladies. You and three of your closest girlfriends can indulge in a spell of fun—just the right blend of adventure and relaxation—in the beautiful mountain setting of Western North Carolina, thanks to a sweepstakes currently being offered by the Haywood County Tourism Development Authority.

Simply enter some basic information at www.VisitNCsmokies.com/SunriseSweepstakes, and you'll be entered to win a three-day, two-night getaway for four to Maggie Valley, N.C. This vacation prize package, valued at \$1,200, includes lodging at one of the area's most sought-after accommodations, Boyd Mountain Log Cabins, which exudes a rustic elegance sure to delight. The winner and her three guests will also receive two days of lessons, rentals and lift tickets for four at Cataloochee Ski Area (one of the top ski destinations in the Southeast). Upon arrival, you and your friends will receive a "Spa Gift Bag": a pair of terry spa slippers for each guest, assorted lotions, bath salts, body wash, soy candle, a soothing sounds CD, and a \$20 gift card to a local wine cellar.

No purchase or any other action—other than providing your name, address, e-mail, and phone via the entry form—is necessary. So don't hesitate to enter for your chance to win this wonderful getaway to a winter wonderland. Entries will only be accepted until 11:59 p.m. on December 13, 2009.

A random drawing will be held on or around December 14, 2009, to select the winner, who will be contacted by e-mail by December 18, 2009. The prize is valid until March 1, 2010.

Consistently one of the earliest resorts in the Southeast to open the ski season and the latest to close, thanks to its technologically advanced snowmaking capability, Cataloochee Ski Area is a winter playground for the entire family. With 14 slopes and trails, Cataloochee Ski Area offers mountains of fun for everyone, from skiers to snowboarders, from novices to veterans. Beginners can get a feel for things on a couple of smooth, gentle slopes (classes and private lessons are also available), while the more adventurous can head to the ramps, rails and boxes at the Cat Cage Terrain Park. For those with a need for speed, there's plenty of

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steepness on this mountain. Nestled in the Great Smoky Mountains, the surrounding views are magical. When you need a break or have taken the skis off for the day, check out the lodge, where you can warm up by the double-sided fireplace, enjoy some good food and drink, and perhaps even listen to a live band. For more information, visit www.cataloochee.com or check out www.youtube.com/smokymountainsnc.

The seven Boyd Mountain Log Cabins are unique, authentic hand hewn log cabins dating back 150 to 200 years. They have been carefully restored and tastefully furnished with antiques and modern conveniences. The cabins are nestled in a 130-acre cove overlooking the Smoky Mountains, stocked fishing ponds and Fraser Fir Christmas tree farm. For more information, visit <http://www.boydmountain.com>.

What are you waiting for? Enter the “Girlfriend Getaway Sweekstakes” now for a chance to experience great skiing with great friends in the Great Smokies. And be sure to log on to VisitNCsmokies.com after you win to find out more about great shopping and dining in Maggie Valley and Waynesville.

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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. Call 800.334.9036 to request a Media Guide or Visitors Guide, or visit www.VisitNCsmokies.com for more information.