



Nantahala Outdoor Center to Open Two Adventure Centers in Atlanta's Chattahoochee River National Recreation Area

Wesser, N.C. (August 11, 2014)—Nantahala Outdoor Center (NOC) and the Chattahoochee River National Recreation Area (CRNRA) have announced that NOC will open two riverside adventure centers on the Chattahoochee River in Atlanta, Georgia beginning in the spring of 2015. The National Park Service awarded NOC a 10-year exclusive contract for operations within the CRNRA that currently receives over 3 million recreational visitors per year.

NOC's Chattahoochee River outposts will offer guided river trips, paddling instruction, paddlesports and specialty retail, guided fishing tours, food and beverage operations, shuttle services, special events, and a wide variety of watercraft rentals including kayaks, canoes, rafts, tubes, and stand-up paddleboards. The new operation will create 60 new jobs.

The company's two facilities at Powers Island and Johnson Ferry sit on eight riverside acres located in between the Buckhead and East Cobb neighborhoods and less than two miles from the new \$600 million Atlanta Braves stadium. They enable NOC to offer both fishing and float trips on the 3.5-mile Johnson Ferry to Powers Island flatwater section and whitewater trips on the 3-mile Class II Powers Island to Paces Mill section.

NOC CEO Sutton Bacon commented, "NOC is thrilled to be the National Park Service's partner in Atlanta. We have an exciting vision for the Chattahoochee. We hope NOC's presence in Atlanta promotes the active, outdoor lifestyle and introduces new, urban audiences to the physical, emotional, and social benefits of human-powered outdoor recreation."

Says Chattahoochee River National Recreation Area Superintendent Bill Cox, "The Nantahala Outdoor Center is a highly respected company, bringing professionalism and innovation to spark interest in outdoor adventure to the metro-Atlanta area. Having NOC as our exclusive outfitter will increase park revenues, enhance visitors' experiences when renting watercraft, and more safely streamline watercraft operations conducted in the park. We are very excited about this partnership and look forward to working together to provide quality recreational opportunities on the Chattahoochee River."