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NANTAHALA OUTDOOR CENTER ANNOUNCES COLIN MCBEATH AS NEW PRESIDENT

Bryson City, N.C. (May 5, 2021)— Nantahala Outdoor Center (NOC), the Southeast’s Leader in Outdoor Adventure announced that Colin McBeath has been named the new company President.

McBeath has over 20 years of service in the hospitality and activity/recreation industry worldwide. He is a career hospitality executive with experience in the United States, as well as Canada and Asia managing luxury properties, airlines, hotel chains, and resorts.

“We are thrilled to Welcome Colin to Nantahala Outdoor Center as President,” said Clay Courts, NOC Chairman of the Board. “His extensive leadership and experience in hospitality and activity focused companies will help us accelerate many growth opportunities and strategic plans. We have been leading our guests in outdoor adventures for 50 years and look to further expanding our active lifestyle and hospitality offering under Colin’s leadership.”

“I am excited to be joining NOC, a prestigious organization that has proven to be a leader in the industry,” said Colin McBeath. “As interest in outdoor recreation grows, I look forward to helping NOC expand and create more opportunities for our guests to connect with the outdoors.”

McBeath most recently served as the CEO of the Grand Canyon Resort Corporation in Arizona, hosting 1.3 million visitors annually worldwide. While there he managed a large rafting operation on the Colorado River, zip line courses, land-based adventures, retail department, lodging, and 12 Food and beverage locations throughout resort.

For media inquiries please contact Kristin Kastelic, Director of Marketing at media@noc.com.

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About Nantahala Outdoor Center

Nantahala Outdoor Center is the nation's largest outdoor recreation company with operations spanning Georgia, North Carolina, South Carolina, and Tennessee. Over a million guests visit NOC annually to embark on a diverse collection of more than 120 different river and land-based itineraries, learn to kayak at NOC's world-renowned Paddling School, travel abroad with NOC's Adventure Travel program, test the latest outdoor gear and shop at its LEED-certified flagship retail stores or enjoy NOC's resort amenities such as its three restaurants and multi-tiered lodging. NOC has been recognized by The New York Times as the "Nation's Premiere Paddling School," "The Best Place to Learn" by Outside, and as "One of the Best Outfitters on Earth" by National Geographic Adventure.