

Bryson City, NC – October 16, 2024 – Nantahala Outdoor Center (NOC) has announced that its annual [Guest Appreciation Festival \(GAF\)](#) will take place as planned, from **October 25, 11:00 AM – October 27, 8:00 PM**.

For more than 30 years, GAF has brought together outdoor enthusiasts, local artisans, and small businesses for a weekend of celebration, and this year, the event holds even greater significance in the wake of Hurricane Helene's devastation.

Support Local Businesses & Hurricane Relief Fundraiser

In addition to the event's many activities, this year's GAF will include a special **Hurricane Relief & Rebuild Fundraiser**. The **Wesser Foundation**, established by NOC guide and board member Jess Austin and supported by NOC's current and former guides, will generously match donations made at the Outfitter's and General Stores during GAF weekend, up to \$10,000. All contributions will directly support recovery and rebuilding efforts in the river towns affected by Hurricane Helene.

GAF 2024: Activities and Entertainment

Attendees can look forward to an array of activities and events, including:

- **Used Boats and Gear Sales**
- **Live Music & Entertainment**
- **The Outfitter's Store Closeout Sale Tent**
- **Used Gear Marketplace**
- **Artisan Market**
- **Family Fun: Magician, Tarot Card Reader, Face Painting, and Halloween Festivities**
- **Outdoor Adventures:** Last chance of the season for rafting, ziplining, and mountain biking
- **Wickliffe W. Walker Book Signing & Author Q&A:** Walker, a pioneer in whitewater paddling and a U.S. Slalom Olympian, will be signing copies of his book *Torrents As Yet Unknown* on Saturday, October 26, at 5 PM.

Live Music Schedule

- **Friday, October 25:** Christina Chandler, 3-6 PM at Big Wesser
- **Saturday, October 26:** Funck & Hill, 11 AM-2 PM; Log Noggins, 3-6 PM

For a full schedule of events, visit noc.com/events/gaf.

Nantahala Racing Club Citizen's Slalom Race

The weekend also features the **Nantahala Racing Club Citizen's Slalom Race**, an exciting slalom competition on the Nantahala River. Open to paddlers of all ages and skill levels, the race will begin just above the NOC Founder's Bridge and run through the iconic Worlds Hole. Participants can register [online](#) or on-site.

Join Us at GAF 2024

Whether you're shopping for used gear, enjoying live music, or contributing to the Hurricane Relief efforts, NOC's Guest Appreciation Festival promises to be a fun-filled, meaningful weekend. With autumn in full swing, there's no better time to gather, support local businesses, and celebrate our shared love of the outdoors.

For more information or to register for the slalom race, visit noc.com or contact nocevents@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. The New York Times has recognized NOC 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.

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