



Tourism, Arts and Heritage Cabinet News Release

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Contact: Gil Lawson

502-564-8110 ext 168 or

Allan Guilbeault, Director of Marketing, Zipline Adventure Tours

603-204-9912

Kentucky Zipline Adventures Plan Canopy Tour In Powell County

FRANKFORT, Ky. – The Kentucky Tourism Development Finance Authority has approved a loan to Kentucky Zipline Adventures to construct a zipline canopy tour in Clay City.

Kentucky Zipline Adventures is planning to offer six lines ranging from a few hundred to over 1,500 feet in length. Participants wear a harness that is attached to the zipline and travel at tree-line level. The company currently operates similar businesses in New Hampshire and Jamaica.

The authority last month approved a \$250,000 loan for the new business, which plans to open in 2010 and operate eight months out of the year.

“The Kentucky Zipline Adventure in the Red River Gorge is just one more way for Kentuckians and tourists alike to appreciate the beauty of Kentucky,” said Kentucky First Lady Jane Beshear. “I am excited to see unique economic development opportunities arise through our commitment to adventure tourism and the new zipline is a prime example of the endless possibilities that can jumpstart our rural economies.”

“We are extremely excited to bring our unique zipline adventure experience to Kentucky,” said Randy Farwell, one of the owners. “For us, one of the most critical components of an interactive, outdoor adventure such as this is the natural environment that surrounds each of our locations. Our tours are specifically designed to create an experience that is not only exciting, but also reflects the natural beauty of the surrounding area.”

The Daniel Boone National Forest and Red River Gorge are the perfect setting for a world class zipline canopy tour, he said.

“This loan will allow us to create 15 to 18 job opportunities and help bring more visitors to Powell County. The help and support of the Kentucky Tourism Development Finance Authority and the entire tourism community has been amazing,” Farwell said.

According to Elaine Wilson, executive director of Adventure Tourism with the Tourism, Arts and Heritage Cabinet, ziplining “will be an exciting way for adventure enthusiasts to discover and rediscover the Gorge area while adding a new dimension of exploration into the natural beauty of Eastern Kentucky and the Daniel Boone National Forest.”

The ziplines will be constructed by Canopy Tours Inc., a New Hampshire firm that has 25 years of experience in this field. Canopy Tours has constructed and consulted on ziplines in 20 states and nine countries. The installation will meet standards developed by national organizations to ensure the safety of the participants. This includes annual inspections, training for guides and using the proper safety equipment.

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