



For Immediate Release

Contact: Adam Pugh
The Rock Ranch
(706) 647-6374

**The Rock Ranch Kicks Off Fall Family Fun Days Sept. 22
Eight Weekly Festivals, Each with a Unique Theme, Entertainment, Music and Food**

THE ROCK, Ga. (August 16, 2012) – The Rock Ranch LLC, a 1,330-acre ranch owned by Chick-fil-A® Founder, S. Truett Cathy, will kick off Fall Family Fun Days on Sept. 22, 2012 with a wide variety of outdoor family activities. Kids and parents alike can enjoy a day in the country with acres of room to run and play, zip lines, hay rides, a corn maze, a miniature village and train, farm animals to pet, paddle boats, cane pole fishing, special events and more. Each Fall Family Fun Day will feature a different experience creating a full day of fun and enjoyment for everyone.

“The Rock Ranch offers an opportunity for families to spend quality time together and provides educational and entertaining programs that create fun memories,” said Jeff Manley, general manager of The Rock Ranch, LLC. “Throughout the years, we’ve learned to blend our love of agriculture with entertainment to keep people interested and involved in a way of life that our grandparents knew well, but now is in danger of being forgotten.”

Guests may reserve a camp-fire picnic site for their group during a Fall Family Fun Day. Camp-fire sites are \$75 for all day and, with a reserved picnic area, groups are allowed special privileges. Overnight camping in oversized Conestoga wagons each equipped with 8 bunk beds is available by reservation.

The Rock Ranch is open each Saturday from Sept. 22 to Nov. 10, from 10 a.m. – 9 p.m. Admission is \$15. Children 3 and under are free. Admission is half price with a military ID. On September 22nd, all public, private or home school teachers with a valid school ID or proof of home school status receive half price admission for up to 4 guests. Tickets are sold online or at the gate and discount coupons are available at Chick-fil-A locations. The Rock Ranch is located in Barnesville, one hour from Atlanta or Columbus, and 40 minutes from Macon. Guests may visit www.therockranch.com for tickets, directions and more details about Fall Family Fun Days. Also, visit them on Facebook at www.facebook.com/therockranch.

###

***For more details on Family Fun Days, see descriptions below.*

More Information

September 22 – Fall Family Days Kick-Off

- The annual corn maze opens.
- Families can watch their favorite college football team on the big screen in the climate controlled comfort of Truett's Barn (this week and every Saturday in the fall).
- *Run, Bike for Bethany* charity children's bike ride and adult 25, 50 and 100 mile on-road rides, and 5k run with proceeds to benefit Bethany Christian Services, an organization that specializes in foster and adoptive services. Go to Bethany.org/Atlanta/run-bike-event for more information.

September 29 – Lumberjack Day

- Collegiate timber sports teams from UGA, University of Florida and Clemson will compete in exciting events like, pole chop, pole climb, 2 man cross-cut saw, log chopping, log rolling, log burling in the pond and axe throwing.
- Chainsaw carving competition with professional carvers
- Archery lessons will be provided for the kids
- Tree-top flights down the Cow-A-Bunga zip lines (this week and every Saturday in the fall)
- High-school cross country competition and morning 5k run for the public (at 8 a.m.)

October 6 – Georgia's Official Day of the Cowboy

- Cowboy stunt performers will rob the Tiny Town Bank, hold up the train and engage in gun fights
- Quick-draw demonstrations, a model train display, real chuck wagons preparing chili and beans, old reel to reel cowboy western movies and live country music
- Watch an action packed authentic wild-west show with shooting and knife throwing
- Cowboy legend, James Drury, star of TVs *The Virginian* (1962-1971) will be on hand to say hello and sign autographs
- Select from thousands of pumpkins to choose the perfect one, in the pumpkin patch or in The Rock Ranch produce stand, every Saturday in October.

October 13 – "Growing Up Green" with Bob and Larry of Veggie Tales

- Guest photos with Veggie Tales characters
- *Veggie 500 Race* where guests work in teams to build and race cars made of vegetables
- Bring blankets and, after dark, enjoy the premier of a brand new Veggie Tales movie ("Larry Boy and the League of Incredible Vegetables")
- Celebrity whiffle-ball game where the public will challenge World Series champions (Little League, college and MLB)
- Atlanta Braves legend, Sid Bream, will visit and sign autographs.
- "Green" displays and demonstrations such as alternative energy, recycling, composting, solar power and wind power

October 20 - The Rock Ranch Hot Air Balloon Rally

- Nearly 20 hot air balloons will participate in competition flights and the Ferrell Gas “balloon glow” after dark.
- For an additional fee, individual balloon pilots will offer tethered rides, as weather permits.

October 27 – The Rock Ranch “Not So Spooky” Halloween Fest

- At 7:30 p.m., families can trick-or-treat at ranch stations including Tiny Town, a 14-building, children’s playhouse village.
- Experience the corn maze with no lights - flashlights only in the maze 7:30 to 8:30 p.m.
- Pumpkin carving and painting, a costume parade and a costume contest (pets can dress up, too). This is the only date that pets are allowed in The Rock Ranch.
- Music DJ will emcee games and contests
- Tommy Johns, a professional magician

November 3 – Pumpkin Destruction Day

- A signature event allowing guests to destroy pumpkins in nearly every way imaginable:
 - Smash unsold pumpkins from The Rock Ranch
 - Bring their own to recycle through fun methods such as: the pumpkin cannon, pumpkin bowling, the hammer smash and the 40 ft. lift crane pumpkin drop, among others.
- Pumpkin-bombing airplanes, monster trucks crushing pumpkins (and crushing cars), plus a pumpkin pie eating contest
- Rides in a monster truck will be available for \$5 per person

November 10 – The Great Outdoor Adventure

- Meet members of the animal kingdom up close and personal
- Photos with special guest, Curious George, popular character from the PBS cartoon
- Insect education lab, an observational bee hive, a live cow milking demonstration, a Georgia wildlife station, and awesome reptile shows by Jason Clark of Animal Planet
- Birds-of-prey programs featuring owls, falcons and more
- Canoe races, archery, a photo scavenger hunt and DNR laser-shoot hunting simulator

About The Rock Ranch

Initially intended to be a working cattle ranch dedicated to purebred Brangus cattle operations, The Rock Ranch opened its doors in 1994 for school and church groups, as well as for corporate events and private parties. In much the same way as Truett Cathy has made it his personal mission to teach young people and provide them with good, quality role models, The Rock Ranch seeks to use its setting and its amenities as a way to reinforce many of the values and principles that are vital to the development of character in children. The purpose of The Rock Ranch is “Uniting families with the land and each other.”

###