

January 2012

**Subject: Media Weekdays - Free Via Ferrata Climb or Canopy Tour!**

Dear Members of the Media,

**Nelson Rocks Outdoor Center** ([www.NelsonRocksOutdoorCenter.com](http://www.NelsonRocksOutdoorCenter.com)) in Pendleton County, WV would like to inform and invite you to our “**Media Weekdays**”. The premise is simple: as a member of the media, you will be able to call to book a climb on the Via Ferrata, or a Canopy Tour, **for free** for 1-2 staff. Reservations must be made in advance by calling 877-435-4842 or emailing [Contact@NelsonRocksOutdoorCenter](mailto:Contact@NelsonRocksOutdoorCenter).

If you are not already aware, **the Via Ferrata at Nelson Rocks Outdoor Center** features a 300+’ exposed summit, breathtaking views of surrounding Pendleton County, and a 200’ long footbridge suspended 150’ above the ground. It was built in 2002 and was one of the first to be built in the United States. **The North Fork Valley Canopy Tour at Nelson Rocks Outdoor Center** opened in the spring 2011 and had a fantastic first season. The unique course is comprised of a network of platforms securely nestled around tree trunks and connected to one another by a series of 12 zip lines, 3 sky bridges, and a 40 foot rappel to complete the experience. The total experience includes a mile of zip lines ranging from 150 – 680 feet in length with heights up to 80’ above the forest floor.

This offer has no predetermined end date; we will simply reserve **free spots on any weekday for members of the media**. If you are interested in booking a free trip, please call or email as soon as possible – 1<sup>st</sup> come 1<sup>st</sup> serve.

Also, **new for 2012**, we’ll be opening our Welcome Center and hotel-style Guest Rooms. The Welcome Center includes a unique gift shop, light food and beverages, restrooms, and a fun place to relax in between activities. The eight Guest Rooms will provide guests with a brand new lodging option to make their visit to the mountains more comfortable.

A photo is worth a thousand words, so please explore the photo galleries and videos on our website, You Tube Channel and Facebook page.

We look forward to hearing from you!

*Nelson Rocks Outdoor Center Staff*

<b>Phone:</b>	1-877-435-4842
<b>Email:</b>	<a href="mailto:Contact@NelsonRocksOutdoorCenter.com">Contact@NelsonRocksOutdoorCenter.com</a>
<b>Cost:</b>	Free! But <b>must call or email in advance</b> to book your trip
<b>Date:</b>	Weekdays
<b>Time:</b>	Between 9a and 3p (exact trip time will depend on availability that day)