



○ ISSUE 5 | ○ VOLUME 2 | ○ May 2008

SAVE THE DATE: September 4th – 7th

www.hickorynutolympiad.com
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Friends of the *Olympiad*

TDA Awards \$12k to Olympiad

The Tourism Development Authority (TDA) of Rutherford County awarded \$13,955.55 in grants last month, of which \$12,000 was awarded to the Hickory Nut Gorge Olympiad. The amount fulfilled 100% of the Olympiad's request for funding, which was \$4,000 more than last year's request.

The increased grant money this year will allow the Olympiad committee to market to larger regions in the Southeast, and thus, drive up attendance at the festival. The goal is to drive more outside visitors to Lake Lure and Chimney Rock to stimulate the county's economy and raise more funds to give to local charities.

The Farm Museum and the Town of Spindale were the only other two requests that were fulfilled to some degree. Five other requests were submitted and denied because they did not meet the application criteria.

Opportunity for Chamber Members & Rutherford County Businesses

The Hickory Nut Gorge Olympiad committee is updating the "links" page on our website and we want to make sure your business is included. If you would like to be featured on the Olympiad's "links" page, please email any or all of the information below to michelle_l_mcconnell@yahoo.com:

Business Name, Street Address & City, Phone Number, Website, Brief sentence about your business

ALSO, we are encouraging businesses to offer special packages or discounts for Olympiad participants. Businesses who participate in this option will be featured with their business logo and info on a "Special Offers" section of our website. For example, businesses could offer a discount if you show your Olympiad medal or wristband during the Olympiad weekend. Please include your business logo in your email if you would like to do this.

For our lodging and accommodations members who create special Olympiad weekend packages, we will email you a coupon for your guests to receive \$1 off the registration fee. The coupon is only good when presented in person and not applicable for online registration.

Furthermore, all businesses with websites will be hyperlinked from our website to yours. Participating businesses will also receive Olympiad rack cards to give to guests and patrons with detailed event info.

For questions and more info about this wonderful opportunity to promote your business, please contact Michelle Yelton at 828-980-2883 or via email at michelle_l_mcconnell@yahoo.com. Look for the new web page in June. Thank you for your continued support of Lake Lure's signature event!



Check out the Olympiad on YouTube:

Use the link below or go to youtube.com and type in "Hickory Nut Gorge Olympiad" in the search menu.

<http://www.youtube.com/watch?v=QkTPJNqv1FM>

EVENT SCHEDULE UPDATES:

Visit us online for the most up-to-date events schedule.

[Cheerleading with Gardner-](#)

[Webb University](#)

[Cheerleaders:](#)

9:00 a.m. – 2:00 p.m.

Saturday, Sept. 6th

[5 Mile Dam Run:](#)

7:00 p.m.

Friday, Sept. 5th

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