

NEWS RELEASE  
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*Haywood County to Unveil One Local's Advice on Area Tourism Offerings  
An Online Video Campaign for The Haywood County Tourism Development Authority  
Brings a Refreshing Voice to Local Attractions*

HAYWOOD COUNTY, NC - The Haywood County Tourism Development Authority (HCTDA) is introducing a persona this fall, Big John, as the authority on the North Carolina Smoky Mountains through a series of videos on unique spots to visit in the area.

Big John's passion and local expertise of the North Carolina Smoky Mountains made him the ideal spokesperson for HCTDA. He visited the area for the first time many years ago, fell in love with its offerings and immediately purchased a piece of property to call home. As a "local's local," Big John brings a unique perspective to the region and provides expertise on places to relax and have fun.

"My love for the homegrown feel and beautiful terrain in Haywood County was instantaneous," said Big John. "I know the area like the back of my hand and am excited to share my knowledge and passion for the North Carolina Smoky Mountains."

The first in the series of videos featuring Big John will be available to view on HCTDA's website ([visitncsmokies.com/galleries](http://visitncsmokies.com/galleries)) beginning Tuesday, October 1 and will take viewers on a cyber tour through numerous places to visit in the county's towns of Maggie Valley, Waynesville, Canton, Clyde and Lake Junaluska. Featured attractions will include outdoor adventures, farm-to-table restaurants, shopping, cultural delights, mountain vistas and more.

"Big John's down-to-earth and outgoing personality fits perfectly with the local culture," said Lynn Collins, Executive Director of the TDA. "We could not have chosen a better persona to share the beauty of North Carolina's Smoky Mountains with visitors."

*The TDA is responsible for the overall promotion and marketing of Haywood County as a travel destination. The area provides local attractions and offerings for all ages so be sure to check [www.VisitNCsmokies.com](http://www.VisitNCsmokies.com) when you planning your trip.*

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